

Hitachi supports the McGrath Foundation at the *Breast Friends* exhibition in Sydney

09 March 2007

Hitachi is proud to support the McGrath foundation by providing 55" plasma TV's and DVD recorders for the *Breast Friends* exhibition in Sydney, Customs House, which ran from 7th to 21st March 2007. The TV's were used to screen a campaign DVD featuring Australian celebrities who support the campaign, originally created to compliment the exhibition.



Breast Friends is a unique initiative that encourages women with breast cancer to identify and enlist the support of a Breast Friend following diagnosis, to ensure they will not have to face the breast cancer alone, and will be empowered to make better informed personal choices to manage their disease.

Geoff Hannaford, Hitachi's General Manager - Marketing and Sales, said "Hitachi has a policy to contribute to society. All families are touched in some way by breast cancer and Hitachi felt it was an important cause to associate with, as a part of our ongoing activities."

A series of intimate celebrity portraits by world renowned photographer, Rankin, has launched the campaign. The collection captured the strength and intensity of the relationships, and showed how breast cancer can touch almost everyone in the community.

With stirring and powerful testimonials, Rankin's celebrity portraits showcase images from thirty high profile celebrities from around the world. The portraits were on display at Customs House, Circular Quay in Sydney and are now available in a coffee table book, *Breast Friends, Extraordinary friendships through breast cancer*, by Rankin.



The book contains practical information on women with breast cancer and ways a *Breast Friend* can help. All proceeds from the sale of this book nationally were donated to The McGrath Foundation, except for W.A, where all proceeds raised in this state were donated to the Breast Cancer Foundation W.A to help them continue their good work.

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About Hitachi

Setting the benchmark for quality performance and design, Hitachi has utilised its major investments in research and development to bring a unique, technologically advanced product design that is set to challenge other players in the highly competitive home entertainment market. 2006 marks both the 50th anniversary of television manufacturing for Hitachi and the 50th anniversary of television broadcasting in Australia. From strong beginnings in Plasma technology in 1999, Hitachi has become renowned for world leading technology and can boast it is one of the most technologically advanced brands on the market. Hitachi satisfies all audiences by providing superior technology in the areas of design, colour, definition and sound, on both the LCD and plasma platforms and remains one of few genuine manufacturers for both.