

FOR IMMEDIATE RELEASE

Top Performing Channel Partners Recognised and Rewarded by Hitachi

SYDNEY, AUSTRALIA – DATE, 2010 – Hitachi Australia's Digital Presentations Solutions Division has reinforced its commitment to the channel by announcing the continuation of existing dealer incentive programs as well as introducing a new rewards program to give back to high performers.

Thirteen of Hitachi's highest performing dealers were recently recognised and rewarded with a trip to the renowned trade event, Infocomm in Las Vegas. The enviable trip, which was the prize of a year-long channel incentive program launched last year, included return business class and/ or Premium Economy tickets to Las Vegas, five night's accommodation in a five star Las Vegas Strip hotel, dinners, helicopter rides over the grand canyon and tickets to a David Copperfield show.

The thirteen dealers that went on the trip were selected by Hitachi as they met the determined sales target that were set by Hitachi last year and were reflective of their size.

Following on from the success of last financial year's program Hitachi has today confirmed that they will be running this incentive program again for 2010 – 2011, but this time dealers will have the chance to reap the rewards of their hard work and determination with a trip to Orlando or Hawaii.

Participating dealers have been given a determined sales target that is reflective of their size, which must be achieved by March 31st 2011. If the dealer meets that target then they are rewarded with a luxurious overseas getaway.

For those dealers that can't wait until next year for rewards Hitachi has also recently launched an additional incentive program which has more immediate rewards for great results. The Hitachi Wish Gift card promotion credits the dealer with up to \$100 of credit on their Wish gift cards for every unit they place. This rewards program, which recognises high achievers launched on July 1 2010 and will continue until September 30 2010.

Commenting on the Channel Incentive Program, Dipak Kumar General Manager Digital Presentation Solutions said, "In Australia, Hitachi's Digital Presentation Solutions Division is experiencing strong growth and our dealers have played a significant role in helping us achieve this. We are delighted to

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be able to reward them for their hard work by inviting them to take part in the Wish Gift card promotion program and have the chance to come on an amazing overseas trip,” Kumar concluded.

A number of Hitachi’s premium dealers throughout Australia have already signed up to the incentive program and are working hard to meet their targets.

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Notes to editors:

About Hitachi

Hitachi was founded in 1910 and has Head Quarters and Major Subsidiaries in America, Asia, Europe, Japan and Oceania. For over 30 years, the Hitachi Group Companies have provided Australian industry with award winning products and services in the areas of Air conditioning systems, Automotive components, Technology, products and services for energy generation, construction, mining and transport, Multi-media and computer technology and Semiconductors and devices for Australian manufacturers of electronic products. Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi’s product categories.

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