

Hitachi Premium Channel Partners Given the Opportunity to Win Big

SYDNEY, AUSTRALIA – May 27, 2009 – Hitachi Australia's Digital Presentations Solutions Division today announced the launch of its Channel Incentive Program, giving premium dealers the chance to win an exciting overseas trip to either Las Vegas or Phuket in 2010.

Participating dealers have been given a determined sales target that is reflective of their size, which must be achieved by March 31st 2010. If the dealer meets that target then they are rewarded with a luxurious overseas getaway.

Larger dealers with greater sales targets are eligible for a trip to InfoComm which will be held in Las Vegas in June 2010. This exciting trip includes return business class tickets to Las Vegas, five night's accommodation in a five star Las Vegas Strip hotel, dinners, attendance to InfoComm exhibition and lots more.

Hitachi will be exhibiting its latest range of LCD Projectors and Interactive Whiteboards at the InfoComm show and wanted to give its Australian dealers the chance to be there with them.

For other premium dealers Hitachi has established an incentive scheme offering a trip to Thailand in July 2010. The program includes return economy tickets to tropical Phuket, five nights accommodation in a five star resort, day tours and more.

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 reward them for their hard work by inviting them to take part in the 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 working hard to meet their targets.

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MEDIA RELEASE



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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