

FOR IMMEDIATE RELEASE

Hitachi Strengthens New Zealand Channel with Acme Supplies

Sydney, 12th August 2010: Hitachi Australia today announced its partnership with Acme Supplies in New Zealand. This agreement confirms Acme Supplies as a key channel partner and master distributor of Hitachi's digital presentation solutions – including interactive whiteboards and LCD data projectors – throughout New Zealand.

In the last two years, Hitachi Australia has grown its market share in Australia to over 10 percent for interactive whiteboards and is now in the top three for market share with its LCD data projectors. By partnering with Acme Supplies, Hitachi aims to replicate this success in New Zealand and expand its network of resellers.

“Acme Supplies’ expertise and strength in the local market will help increase Hitachi’s position in New Zealand. The partnership will provide our customers with a local resource that will be able to cater for all their needs, quickly and efficiently,” said Dipak Kumar, General Manager, Digital Technology Solutions group, Hitachi Australia. “Acme will also be providing technical support, product training and educating the wider dealer network on Hitachi’s digital presentation solutions.”

James Major, Director of Acme Supplies, said: “Our partnership with Hitachi provides us with another premium quality brand and a market-leading portfolio of digital presentation solutions to provide our resellers and customers. With Hitachi's innovative range of interactive whiteboards and projectors, we are able to offer a display solution to fit any business or education application.”

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Hitachi Oceania Website

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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 Oceania industry with award winning products and services in the areas of automotive components, products and services for energy generation, construction, mining and transport, multi-media and computer technology as well as 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.

About Acme Supplies

Acme Supplies Limited has been the exclusive New Zealand importer and distributor of major international brands of quality office products, audio visual equipment and hand tools for 40 years. Acme has developed loyal and valued customer relationships with almost all businesses that are involved in reselling/retailing products, including all the major purchasing groups and retail chains.

www.acme.co.nz

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