

FOR IMMEDIATE RELEASE

50 Days of Giveaways to Celebrate Over 100 Years of Hitachi

Sydney, NSW, 3rd February 2011

Hitachi, one of the world's largest brands, is launching a new online interactive promotion - **100 Years of Hitachi** - to celebrate a century in business.

We're sure you'll agree that one hundred years is an impressive milestone for any business to reach. Over the course of the last century, Hitachi has created a wide variety of products; ranging from electric motors, refrigerators and televisions through to high-end power systems, construction machinery, information & telecommunication systems and transportation solutions. Hitachi is firmly committed to continuing their contribution to society through the advancement of technology and dedicated to creating products that are both superior in quality and environmentally friendly.

Hitachi is especially proud to have been a leader in the technological breakthroughs made since 1910. The last century saw the world embrace technology in all aspects of life and Hitachi is proud to have been at the forefront of these advances.

To celebrate the achievements of the past century, Hitachi will launch the **100 Years of Hitachi** competition (<http://100years.hitachi.com.au>) on Thursday February 3rd 2011.

Interactive, fun and easy to use, the **100 Years of Hitachi** competition takes place within the virtual *World of Hitachi*. This specially-designed interactive map provides a visual rundown of Hitachi's achievements over the last century and gives an overview of the various divisions of the company. Hitachi's virtual world doesn't just highlight their history; it provides visitors with the chance to share in thousands of prizes. Thousands of dollars worth of Hitachi products will be given away over 50 days.

Every afternoon, from February 3rd to March 24th, a random spot will be chosen on the *World of Hitachi* map. The winner will be drawn from users who have logged in and have a valid pin on the map. Each daily winner will receive a prize pack full of Hitachi products and merchandise (details follow). There are also random GetMusic spot prizes drawn throughout the day.

Each valid pin placed on the map is entered into the grand prize draw for a Flight Center voucher that can be used for a dream trip for two to Japan, valued at \$9900.00.

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The *World of Hitachi* and **100 Years of Hitachi** promotion has two main goals. The first is to introduce and educate visitors about the rich and dynamic history of this iconic brand and the second is to provide a unique and innovative way to celebrate this outstanding corporate milestone.

Join us in the World of Hitachi and win!

Note to editors:

About the Prize packs

Daily Prize Pack 1 - Hitachi Product Pack 1 valued at \$635.00

- 1 x DS18DFL(HL) - 13mm 18V Li-Ion cordless driver drill
- 1 x 0S00464 - ST/500GB-APAC Simple Tough 500GB external USB hard drive
- 1 x A001011 - Hitachi Zaxis 35U Mini Excavator 1/30 Die Cast Scale Model
- 1 x PMH121 - Black Cap with orange Hitachi logo

Daily Prize Pack 2 - Hitachi Product Pack 2 valued at \$631.00

- 1 x DS18DVF3 - 13mm Cordless Drill, 18V Ni-Cad, with Torch and driver bit set
- 1 x 0S00464 - ST/500GB-APAC Simple Tough 500GB external USB hard drive
- 1 x A001003-1 - Hitachi ZX200-3 200LC Excavator 1/40 Die Cast Scale Model
- 1 x PMH123 - Grey Cap with black Hitachi logo

Daily Prize Pack 3 - Clarion Automobile Navigation Pack valued at \$2266.00

- 1 x NX509A Multimedia Station consisting of 2-Din 7" Navigation & Multimedia station; includes DVD, DivX, MP3, WMA Playback, Direct iPod audio control via USB, Full touch screen navigation (iPod video control via CCA748 cable not included)
- 1 x 4WSD Off-road mapping compilation
- 1 x SRQ1631R - Pair 6" 3-way Co-axial Speakers 280W
- 1 x SRQ6932R - Pair 6x9" 3-way Multi-axial Speakers 450W

Grand Prize – trip to Japan for 2 valued at \$9900.00

- Winner will receive a \$9900.00 travel voucher, thanks to Flight Centre

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Conditions apply, see promotion website. Open to eligible Aust. & NZ residents. Starts: 1.55pm on 03/02/2011 & closes at 1.55pm on 24/3/2011. All times based on Sydney time. 500 instant win spot prizes (10 per day): AU\$10 Getmusic.com.au eVoucher. All prizes valued in AU\$. Daily Prize draws open at 1.55pm & close on the following day at 1.55pm, with the last closing at 1.55pm on 23/3/2011. Daily Prize draws at L 3, 4-16 Yurong Street, East Sydney, NSW 2010 on the same day as entries close at 1.57 pm. Grand Prize Draw at same location at 1.55 pm on 24/3/2011. All winners published online. Any Victorian winners of a Daily Prize or Grand Prize published in The Australian on 31/03/2011. Promoter: Hitachi Australia Pty Ltd (ABN 34 075 381 332) of Level 3, 82 Waterloo Road, Macquarie Park NSW 2113.

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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.

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