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**HITACHI AMERICA DIGITAL MEDIA DIVISION PARTNERS WITH TROXELL  
COMMUNICATIONS TO OFFER GROUNDBREAKING EDUCATIONAL  
SCHOLARSHIP/GRANT REBATE PROGRAM**

*-- First of its kind Troxell-administered program establishes a new level of community-minded corporate citizenship by providing unrestricted cash rebates to schools --*

**ATLANTA, GEORGIA**, [www.hitachi.us](http://www.hitachi.us), June 9, 2004 – Underscoring its commitment to making a meaningful contribution to school districts nationwide, the Digital Media Division of Hitachi America, Ltd., today announced that it is partnering with Troxell Communications in a groundbreaking educational scholarship/grant rebate program. The “Troxell Education Scholarship/Grant Rebate Program,” which will be managed entirely by Troxell Communications, provides monetary rebates to educational organizations that purchase audiovisual equipment from a comprehensive list of products made eligible for the program by participating manufacturers.

According to Pete Denes, director of sales, Hitachi Digital Media Division, Hitachi will serve as the program’s exclusive launch partner. “Every time a school or educational

organization orders any Hitachi LCD digital projector through this program they will receive an unrestricted cash rebate that they can reinvest in their own operations," Mr. Denes said today. "Hitachi is proud to take a lead role in bringing this program to school districts all across the country. We understand the financial challenges our educational customers face. They must find innovative ways to advance their technology platforms while conserving budget expenditures.

The Troxell Education Scholarship/Grant Rebate Program allows our education customers to do both." The Troxell Education Scholarship/Rebate Program is unique in that it is not a traditional customer discount program that offers price breaks on future product orders. The Troxell program returns real dollars to real schools that are really challenged financially. "All of us have a vested interest in the long-term success and health of our schools and educational institutions," Denes emphasized. "Hitachi is committed to the development of marketing programs that can really benefit schools, and this program delivers on this commitment. Schools can use the rebates they receive for any purpose what-so-ever, such as books, supplies, transportation, fuel, and enrichment programs. The point is that the schools get to decide where to use the money, and that's the way it should be."

Troxell Communications, Inc. is the nation's largest supplier of audiovisual equipment to the scholastic market. As such, it takes its school spirit seriously, according to Jim Troxell, president of Troxell Communications. "Our strong commitment to education has resulted in our becoming the nation's largest AV provider to the educational community.

Developing a program that does not require additional customer resources for it to be beneficial was our way of showing our continued strong support for our educational customers. We hope all of our educational customers take advantage of this great opportunity."

To participate in the program, customers must register at the Troxell web site ([www.trox.com](http://www.trox.com)). Because Troxell administers every aspect of the rebate program, participating customers can see their individual rebate results in real-time on the web site. All accredited public and private not-for-profit K-12 and higher educational institutions that are enrolled in Troxell's Preferred Customer Web Pricing Program are eligible to participate in the rebate program.

### **About Hitachi**

Hitachi America, Ltd., Digital Media Division, supplies high-performance multimedia products to OEMs, value-added resellers, system integrators and distributors. The division's products include LCD/LCOS projectors and color laser beam printers.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information, visit <http://www.hitachi.us>.

Hitachi, Ltd. (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 326,000 employees worldwide. Fiscal 2003 (ended March 31, 2004) consolidated sales totaled 8,634.4 billion yen (\$81.4 billion). The company offers a wide range of systems, products and services in market sectors, including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's Web site at <http://www.hitachi.com>.

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