



HITACHI
Inspire the Next

For Immediate Release

Hitachi America Signs on as Title Sponsor of the WMA

Presenting Sponsor Kawasaki to Create Special Hitachi "Inspire the Next" KX250F Display Bike

(April X, 2006) **Bend, Or:** The Women's Motocross Association (WMA) announced today that Hitachi America, Ltd. has signed on as title sponsor of the AMA/WMA National Motocross Championship. Hitachi America will also be an associate sponsor of the 2006 Z1R Helmets WMA Cup. Additionally, Kawasaki Motors Corp., U.S.A. has signed on as the presenting sponsor. The WMA Championship will now be called the Hitachi AMA/WMA National Motocross Championship Presented By Kawasaki.

"Hitachi's involvement with the Women's Motocross Association is a testament to the growing worldwide popularity of women's motocross and the common goal of both parties to inspire achievement and innovation in competitive environments, whether it be on the racetrack or in the boardroom," said Pete Denes, vice president of sales, Hitachi America, Ubiquitous Platform Systems Division, Business Group.

"We couldn't be happier," said Miki Keller, WMA President. "It is gratifying to have a powerful technology brand like Hitachi recognize the value and future of women's professional motorcycle racing. Hitachi's corporate mission to "Inspire the Next" is certainly reached through its support of the WMA.

"And this is our third year with Kawasaki," continued Keller. "Kawasaki's commitment to growing the women's market is parallel to ours." We have some special promotions lined up including the display of Hitachi "Inspire the Next" branded motorcycle for this summer's InfoComm trade show in June. "

As part of the new sponsorship agreement, Hitachi will have a stronger presence at all rounds of the AMA/WMA National Motocross Championship. A TV highlight segment from the Hitachi AMA/WMA Nationals will be shown on OLN during the AMA Motocross Lites telecasts. Fans can check the WMA website for airtimes.

The schedule is as follows:

2006 Hitachi AMA/WMA National Motocross Championship presented by Kawasaki
Rd 1: Saturday, May 13th - Glen Helen Raceway, San Bernardino, CA
Rd 2: Saturday, May 20th - Hangtown MX National, Sacramento, CA
Rd 3: Saturday, Jul 22nd - Thunder Valley MX National, Lakewood, CO
Rd 4: Saturday, Jul 29 - Washougal MX National, Washougal, WA
Rd 5: Saturday, Aug 19 - Broome-Tioga, Binghamton, NY
Rd 6: Saturday, Sep 2 - Steel City Raceway, Delmont, PA

Hitachi and Kawasaki join the WMA's exceptional group of sponsors for 2006 Sick Racing, Z1R Helmets, Honda Riders Club of America, Scott USA, VP Fuels, Alpinestars, Dunlop Tires, Thor MX, and Northgate Auto (Bend, Or.).

For more information on the WMA visit womensmxassociation.com

About the WMA

Women's Motocross Association, Inc. (WMA) is an Oregon based company dedicated to the promotion and development of women's motocross with an emphasis on the promotion of women's professional motocross and creating opportunities for women professional racers. The WMA organizes and promotes the AMA/WMA National Motocross Championship which determines the Women's AMA Pro Champion, and the WMA Cup - the largest women's motocross event in history. In addition the WMA works with the media to create greater exposure for women's motocross. All WMA events are AMA Sanctioned.

About Hitachi

Hitachi America, Ltd., Ubiquitous Platform Systems Division, produces and markets a wide variety of digital products for business and consumers. The division's Consumer Group markets high-definition plasma televisions and monitors, LCD projection and flat panel HDTVs, LCD projectors, and DVD camcorders and DVD players. The division's Business Group markets LCD projectors, professional plasma monitors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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. For consumer products, please visit www.hitachi.us/tv. For business products, please visit www.hitachi.us/digitalmedia. For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at www.hitachi-soft.com. Hitachi brand business products are connected through Hitachi's OneVision program, which makes it possible for any Hitachi business unit dealer to sell Hitachi products from other Hitachi business units.

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 / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 347,000 employees worldwide. Fiscal 2004 (ended March 31, 2005) consolidated sales totaled 9,027.0 billion yen (\$84.4 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 website at <http://www.hitachi.com>.

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