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**HITACHI AMERICA SIGNS ON AS TITLE SPONSOR OF AMA/WMA NATIONAL
MOTOCROSS CHAMPIONSHIP**

BRISBANE, CALIFORNIA, www.hitachi.us, **April 17, 2006** –Hitachi America, Ltd. in conjunction with the Women's Motocross Association (WMA) today announced that it has signed on as the title sponsor of the 2006 AMA/WMA National Motocross Championship. This year's Championship will be renamed the Hitachi AMA/WMA National Motocross Championship. Hitachi America will also be an associate sponsor of the 2006 Z1R Helmets WMA Cup.

"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, Ltd., Ubiquitous Platform Systems Division, Business Group.

As part of the new sponsorship agreement, Hitachi will have a strong 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.

In addition, the WMA will display an exclusive Hitachi branded Kawasaki KX 250F at the Hitachi booth (#4046) at InfoComm 2006.

The 2006 Hitachi AMA/WMA National Motocross Championship consists of six points-paying events. Five of the rounds will run during the AMA Toyota Motocross Championship. The championship is positioned on the AMA Pro Racing Saturday program along with the AMA Pro Practice and Pro Qualifiers, offering a unique opportunity to build attendance and media exposure on Saturday.

“We couldn’t be happier to have Hitachi America as title sponsor of the WMA Championship,” said Miki Keller, WMA President. “It is gratifying to have a powerful technology brand like Hitachi that recognizes 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. We’re looking forward to continuing a long and mutually beneficial relationship.”

The Hitachi AMA/WMA National Motocross Championship schedule is as follows:

- Round 1: Saturday, May 13th – Glen Helen Raceway, San Bernardino, CA
- Round 2: Saturday, May 20th – Hangtown MX National, Sacramento, CA
- Round 3: Saturday, Jul 22nd –Thunder Valley MX National, Lakewood, CO
- Round 4: Saturday, Jul 29th – Washougal MX National, Washougal, WA
- Round 5: Saturday, Aug 19 – Broome-Tioga, Binghamton, NY
- Round 6: Saturday, Sep 2 – Steel City Raceway, Delmont, PA

For TV airtimes and more information on the WMA, please visit

www.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>.