

April, 13st 2014

## **Fortuna's premium PARTNER will be "Sponsor of the day" at the match against 1.FC Kaiserslautern**

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For more than two and a half years HITACHI and Fortuna Düsseldorf combines a close partnership. On Monday for the important home match in fight for relegation to Bundesliga, the Japanese company will be "Sponsor of the Day". As in the previous two match days in the last two years, HITACHI will surprise the followers of the traditional club from Düsseldorf-Flingern with special promotions.

Several "Action Modules" will be installed around ESPRIT arena and "MIRAI", the mascot of HITACHI, will provide fans with HITACHI bags and sunglasses. There will also be the opportunity to participate in a raffle and win great prizes, TV sets among others. In addition, fans can be photographed at the Platinum Club in front of a particular Fortuna Background and take this personal souvenir home directly.

But also will HITACHI hold Fortuna fans with sports activities on their toes. Interested fans can test their passing skills through "Z-Pass" game, near the "Warsteiner Tribüne". In addition four spectators will have the opportunity to win prizes from Hitachi in a race with giant inflatable-balls while half-time break. For a round-up, over 150 T-shirts will be fired with T-Shirt launchers into the crowd.

Also employees of Hitachi will benefit from the "Sponsor of the Day" event. The company will invite over 200 of its employees with their families and give eleven children an unforgettable afternoon: First, they complete a two-hour training camp under the direction of Fortuna youth coaches and later they will run at the hands of the players into a stadium, just before kick-off. Hitachi looks forward for a successful match against 1. FC Kaiserslautern at ESPRIT arena.

### About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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