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Hirata Corporation Receives INTEL'S "Preferred Quality Supplier Award"

TOKYO, Japan, March 4, 2010 – Hirata Corporation has been recognized as one of 16 suppliers to receive Intel Corporation's Preferred Quality Supplier (PQS) award for their performance in 2009. Hirata is recognized for their significant contributions, providing Intel with material handling tools, deemed essential to Intel's success.

"We are very proud to have our efforts rewarded with our first PQS award in 2009. This is a result of great cooperation and teamwork between Intel and Hirata, but above all, our interactions with Intel have taught us, guiding us to better quality. The environment surrounding global business will undergo significant changes in the future, but we pledge to continue delivering manufacturing equipment of the highest quality and greatest cost effectiveness to our customers. We will do our best to again earn this prestigious award," said Kozo Yoneda, president, Hirata Corporation.

"Hirata has demonstrated outstanding flexibility to project changes, exceeded commitments to lead times and manufacturing capacity, and demonstrated excellent customer orientation. They are clearly deserving of this prestigious award," said Dave Bloss, Technology Manufacturing Engineering Automation director, Intel.

The PQS award is part of Intel's Supplier Continuous Quality Improvement (SCQI) program that encourages suppliers to strive for excellence and continuous improvement. To qualify for PQS

status, suppliers must score 80 percent on a report card that assesses performance and ability to meet cost, quality, availability, delivery, technology and customer satisfaction goals. Suppliers must also achieve 80 percent or greater on a challenging improvement plan and demonstrate solid quality and business systems. Furthermore, the 2009 awardees demonstrated compliance to the Electronic Industry Citizenship Coalition Code of Conduct and Intel's Environmental Social Governance Program. Additional information about the SCQI program is available at <http://supplier.intel.com/quality>.

Celebrations to honor the PQS award winners will be held in conjunction with Intel's Supplier Day events in Tokyo, Japan and Anaheim, California during the month of March 2010. In addition, an announcement will run in the March 31 U.S. edition and April 1 Europe and Asia editions of The Wall Street Journal with acknowledgement on Intel's corporate Web site, www.intel.com.

About Hirata

Hirata delivers top quality production automation equipment to customers worldwide in various areas: automotive, Flat Panel Display (FPD) and semiconductor industries. We specialize in integration of all production steps in any manufacturing environment.

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