



**HITACHI HIGH-TECHNOLOGIES AND ERIDE FORGE
PARTNERSHIP AGREEMENT FOR WORLDWIDE DISTRIBUTION
OF THE WORLD'S MOST SENSITIVE GPS TECHNOLOGY**

**Ultra high-sensitive Ultra small GPS Receiver “NanoRide”, The Best GPS Solution
For Mobile Phones**

San Francisco, CA, (USA) and Tokyo, Japan – February 13, 2007 – Hitachi High-Technologies, hereinafter HHT, one of the world’s largest developer and supplier of high-technology devices, and eRide, a leader in Global Satellite Navigation Technology, announced today at the 3GSM show that they have entered a multilateral distribution and financial agreement. This strategic partnership addresses the growing demand for eRide ‘s A-GPS technology and extends the company’s sales coverage worldwide while securing HHT with access to additional synergistic best-in-class technology to their current product offering.

"eRide is privileged to be working closely with a well respected sales giant with solid ties in the wireless market to help us deliver best-in-class GPS performance to the world" said Arthur Woo, Co-Founder and CEO of eRide. "This important and close partnership with a technology leader with many alternate choices as GPS partner is a clear endorsement to the value and performance of our Satellite Navigation Technology."

The first evidence to success of this strategic partnership has been the expansion and introduction of eRide’s technology in all corners of the world, with design wins as far as Brazil, South Africa and Eastern Europe and the creation of a highly technical and focused sales network.

“The partnership we are building considerably expands our sales capacity and ability to scale-up our operations beyond Japan, where eRide’s technology has traditionally been very strong but our exposure discreet” noticed Jose Briceno, eRide’s Vice President of sales and marketing, resident for over 20 years in Japan. “HHT recognized our value from our Japanese successes and set to bring our organization into new accounts in the rest of the world at a more strategic level and faster than we could have done on our own. HHT’s sale force’s enthusiasm for our

technology and the exceptional potential they see in eRide products is inspiring and a perfect match to eRide's passion for Satellite Navigation."

eRide originally benefited from a partnership with another Japanese electronic and semiconductor power house and focused the first 6 years of its existence as an Intellectual Property company, developing best in class GPS technology and earning revenues from licensing deals and sales of core GPS algorithms. This long-term partnership resulted in eRide's technology winning endorsement from a major Japanese cellular operator and gaining entry into five Japanese cell phone manufacturers. In 2006, the company decided to evolve into a fabless semiconductor company by selling chipset, enhanced navigation plug-ins and aiding software. The partnership with HHT ideally benefits both organizations with HHT well skilled in the business of selling high performance technology and devices in wireless markets, while eRide focuses on releasing state of the art Satellite Navigation products and benefits from a strong financial backing for its semiconductor operation.

Building on the relationship, eRide just announced this week at the 3GSM show the release of their latest technology, OPUS *III* in three different offerings: a low cost chipset, the highly integrated (6 mm * 8 mm) NanoRide low profile module and the industry compatible 1"by 1" fully integrated ezRide module.

About Hitachi High-Technologies:

Hitachi High-Technologies Corporation is a global and integrated organization that develops, manufactures, markets and services equipment and systems in emerging technology fields. HHT develops business in four segments: Electronic Device Systems, Life Science, Advanced Industrial products and Information Systems & Electronic Gr. is a global sales partner of eRide, Inc., and both companies work closely together to bring very reliable leading edge GPS technology.

HHT is a subsidiary of Hitachi Ltd. Founded in 1947, the Headquarter is located in Tokyo and there are 28 offices in Japan and 59 offices outside of Japan in twenty-four countries. The company has earned a reputation as a "high-tech" integrator. Consolidated Net Sales is 8B (US\$) in 2006.

www.hitachi-hitec.com/global

About eRide:

eRide is a fabless semiconductor company that develops and markets high sensitivity Assisted GPS (A-GPS) solutions for location based services. eRide combines its GPS system expertise with RF and digital semiconductor technology to offer GPS chipsets, navigation software plug-ins, aiding servers and a GPS global reference network. eRide's technology has been adopted by a number of world-class semiconductor companies, navigation companies, and cellular network operators. Founded in 1999, eRide is headquartered in San Francisco, California, and has offices in North America, Asia and Europe.

www.eRide.com