



News Release

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TDK CORPORATION HONORED WITH FORD'S 2004 WORLD EXCELLENCE AWARD

MOUNT PROSPECT, Illinois, May 16, 2005 – TDK Corporation received Ford Motor Company's Recognition of Achievement World Excellence Award for its superior performance in 2004.

The World Excellence Awards provide annual recognition based on quality, cost and delivery performance. Fifty-two suppliers from 21 countries won awards in various categories.

"Congratulations to TDK. Our World Excellence Award winning suppliers play an essential role in helping us deliver quality products to our customers," said Tony Brown, Ford senior vice president, Global Purchasing.

TDK was recognized for its focused work on the Ford Escape Hybrid. Together with Ford engineers, TDK worked closely over several design reiterations to produce custom power supply products to match Ford's hybrid and fuel cell system requirements.

TDK's DC/DC converter takes the high voltage stored in the vehicle's battery pack around 300 volts and converts it into usable 12-14 volts to supply equipment such as headlights, wipers, audio and various other electronic modules.

There are three types of World Excellence Awards -- Gold, Silver and Recognition of Achievement. Recognition of Achievement Awards go to supplier who impact customer satisfaction by providing significant contributions in key areas: Social Responsibility, Consumer-Driven 6-Sigma, Diversity and Community Service, New Consumer-Focused Technology and High Mileage Improvement. TDK was among nine suppliers that received these awards.

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Winners of the Recognition of Achievement awards are:

- Valiant Machine & Tool, Inc., Social Responsibility
- Johnson Controls, Inc., Diversity and Community Service
- Lear Corp., Consumer-Driven 6-Sigma
- TDK Corp., New Consumer-Focused Technology
- Magneti Marelli Controlle Motor Ltda., New Consumer-Focused Technology
- Comau Pico Inc., New Consumer-Focused Technology
- Sciometric Test & Analysis Systems, New Consumer-Focused Technology
- The Timken Co., High Mileage Improvement
- ZF Lemforder Corp., High Mileage Improvement

Additionally Ford also presented 17 suppliers with the Gold Award, and 26 suppliers with the Silver Award.

About TDK Corporation

TDK Corporation (NYSE: TDK) is a leading global electronics company based in Japan. It was established in 1935 to commercialize "ferrite," a key material in electronics and magnetics. TDK's current product line includes ferrite materials, electronic components and ICs, wireless computer networking products, magnetic heads for HDD, digital recording hardware and advanced digital recording media. Net sales in FY2005 were US\$6.1 billion. For more information about TDK, please visit www.tdk.com. TDK Corporation of America provides a wide range of electronic components including EMC components, inductors, and capacitors in the Americas. For additional information on TDK products visit our web site at www.component.tdk.com.

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