FOR IMMEDIATE RELEASE
October 1, 2007

2007 Titanium Applications Development Award

The International Titanium Association (ITA) has selected the following gentlemen to receive the Association’s first 2007 Titanium Applications Development Award:

Dr. Hideki Fujii, Chief Researcher- Steel Research Laboratory, Nippon Steel Corporation
Mr. Kazuhiro Takahashi, Senior Researcher-Titanium Division, Nippon Steel Corporation
Mr. Yoshito Yamashita, Senior Manager - Nippon Steel Corporation
Mr. Mitsuo Ishii, Senior Manager - Nippon Steel Corporation
Mr. Isamu Takayama, Senior Manager - Nippon Steel Corporation

The Award and $20,000 will be presented on October 8, 2007 at the TITANIUM 2007 Conference in Orlando, Florida. Dr. Fujii will be accepting the award on behalf of the group. The team will receive the award for their significant achievement towards expanding use of titanium in motorcycle and automobile industries.

The award winners have been playing principal roles in the following activities: Nippon Steel Corporation (NSC), in cooperation with parts makers and motorcycle & automobile manufacturers since around the first half of 1990, has steadily been in the forefront of endeavors towards the expansion of use of titanium and its alloy products in the industries, both at home and overseas, aiming at integrated cost reduction and optimum designs.

As a result, shipments of titanium products to the above industries in Japan have increased continuously since around the second half of 1990, amounting to about 2,000 tons in financial 2006. Meanwhile, NSC has always held the top market share in Japan and taken the lead in the expansion of the use of titanium and its alloy products in the world as well as in Japan. Incidentally, NSC’s domestic market share has averaged 60% for the past five years.

Examples of use of titanium and its alloy products expanded by NSC in the above industries are: 1) as exhaust system materials, commercially pure titanium sheets (Grade 1, Grade2, Automotive Grade) for mufflers and silencers and heat-resistant alloy sheets (Ti-3Al-2.5V, Super-TIX TM Ti-1.0Cu, Super-TIX TM Ti-1.0Cu-0.5Nb, and other) for exhaust pipes; 2) as engine valve materials, high-strength alloy bars (Ti-6Al-4V and Super-TIX TM 523AFM) for intake valve; 3) as materials for parts around engine, Super-TIXTM 800; 4) as an exclusive sales agent of TIMET in Japan, NSC has expanded use of TIMETAL®1100 as material for exhaust engine valve and TIMETAL®LCB as material for suspension spring in motor cycles with providing technical support to domestic parts- and motorcycle manufactures. NSC is now achieving the world’s largest production and sales of titanium products to domestic and overseas motorcycle manufacturers.

Founded in 1984 the International Titanium Association is a nonprofit networking trade association for the titanium metals industry. The primary focus of the Association is to promote the continued growth of the industry as well as educate the public on benefits and implementation of using titanium. Current membership includes 168 organizations.

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TITANIUM APPLICATION DEVELOPMENT AWARD

TITANIUM

Improving and Expanding the Use of Titanium

Promoting Titanium Products into New Applications

Enhanced the Performance of Titanium in Existing Applications

Creating Important New and Imaginative Applications
TITANIUM APPLICATION DEVELOPMENT AWARD

The International Titanium Association (ITA) is seeking nominations for an individual, group of individuals or organization within the titanium industry who has shown significant achievement towards improving and expanding the use of titanium. This award is intended to distinguish and remunerate commendable work in an area too little rewarded. An appropriately inscribed plaque will be presented along with the monetary award of $20,000 at the ITA Annual Meeting held during the ITA TITANIUM 2008 Conference in September.

Because the nomination power is held exclusively for ITA members it is important for ITA members to participate in this program. Members are entitled to suggest any person(s) within the titanium arena (ITA member or non-member) who would be considered an excellent choice for receiving this valued award. Companies may decide to nominate several different candidates for consideration.

Possible candidate(s) qualifications and considerations may be:
- Significant achievement towards improving and expanding the use of titanium
- Promoting titanium products into new applications or enhance the performance of titanium in an existing application
- Unveiling a technical breakthrough that specifically expands the use of titanium
- Inaugurating or influencing outstanding research or marketing programs leading to the expansion of the titanium market or titanium products.
- Initiating or creating important new and imaginative uses for titanium

All nominations will be presented to the ITA Grant Committee. Please include any supplemental materials (letter of recommendation, certificates, etc) that would be beneficial for the committee to review in determining the final nomination selection. A valid nomination will consist of a Biographic Sketch, current curriculum vitae of nominee and other information, and Why they should be the recipient of the award.

Help honor and commend colleagues who have made a positive effort to help progress the titanium industry.

Additional copies of the nomination forms can be downloaded directly from the ITA website at www.titanium.org.
Titanium Achievement Development Award Nomination Form

I WISH TO NOMINATE:

Nominee: ____________________________________________________________
Affiliation: ____________________________________________________________________________
Position: _____________________________________________________________________________
Address: _____________________________________________________________________________
Telephone: ______________________________    E-mail: ___________________________________

SUPPORTING DATA:

Provide a summary description of the nominee’s background and qualifications for the award. Please include any additional supplemental material that would assist the committee in selecting your nomination. Attach a separate sheet of paper if necessary.
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SUBMITTED BY:
Name: _______________________________________________________________________________
Affiliation: ___________________________________________________________________________
Telephone: ____________________________  E-mail: ______________________________________
Signature: ___________________________________________________  Date: _________________

PLEASE NOTE: This is not a ballot! The award will be awarded based on the efforts made by a nominee toward improving and expanding the use of titanium and not on the number of recommendations received for any one person. If, at the sole discretion of the Grant Committee and with the concurrence of the Board of Directors, a nominee is chosen, the award will be presented at the Annual Luncheon in Las Vegas, Nevada.

Nominations forms are due to the ITA office by June 30, 2008.
Return forms to: International Titanium Association, 2655 West Midway Blvd., Suite 300, Broomfield, CO 80020
Telephone: (303) 404-2221     Fax: (303) 404-9111     E-mail: ita@titanium.org
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