**MAKITA EXTENDS LEADERSHIP POSITION IN   
HISPANIC MARKETING WITH FERNANDO FIORE**

**Partnership with soccer icon drives new initiatives to engage the Hispanic Pro Contractor**

**SEPTEMBER 27, 2012 – La Mirada, CA** – Makita, a worldwide manufacturer of technologically advanced power tools that are more compact with less weight yet deliver industrial power and results, continues to advance its leadership position in Hispanic marketing with an ongoing partnership with soccer broadcaster Fernando Fiore.

Fiore, perhaps the most recognized voice in Spanish language sports media, joins Makita, the Official Power Tool Sponsor of Major League Soccer and the Official Power Tool of the Mexican National Soccer Team (*Federacion Mexicana de Fútbol*, or FMF).

"In the Hispanic community soccer is more than just a favorite sport, it’s a passion," said Raquel Navarrete, Marketing Specialist, Emerging Markets. "Fernando Fiore is an authority in Spanish language sports media and a trusted voice for millions of soccer fans, so he has created a genuine connection in this growing community. As we celebrate Hispanic Heritage Month, we also celebrate our partnership with Fernando Fiore."

**The Voice of Soccer**

Born in Argentina, Fernando Fiore is the host of Republica Deportiva and has anchored Univision's FIFA World Cup coverage in 1998, 2002, 2006, and 2010. Fiore’s encyclopedic soccer knowledge combined with his energy and contagious enthusiasm makes him a highly-recognized figure in the Hispanic community.

**See "El Tri" with Fernando Fiore**

New Makita plans to further leverage the partnership with Fernando Fiore across a number of platforms including on the jobsite, in stores and with promotions built around Fiore’s personality and profile. This month Makita launched a new initiative targeting Hispanic contractors with a chance to attend an upcoming Mexican National Soccer Team match with Fernando Fiore, including round-trip air and accommodations (information: www.makitatools.com/FernandoFiore).

Makita’s focus on the Hispanic contractor is best demonstrated in the brand’s ongoing "Build Your Dreams" marketing and advertising initiative. The campaign links the best-in-class performance of Makita Power Tools with efficiency on the jobsite, and the potential for contractors to spend more time off the jobsite to focus on dreams and aspirations centered on home and family.

"Fiore’s high visibility in the Hispanic and soccer communities directly correlates with Makita’s ongoing commitment to the Hispanic pro contractor," said Navarrete. "Makita has been an active sponsor of soccer since 2007, and our partnership Fiore is a natural extension of our active presence in this dynamic community."

**About Makita**

Makita is a worldwide manufacturer of industrial quality power tools and offers a wide range of industrial accessories. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network located throughout the U.S. For more information, call 800/4-MAKITA or visit the website at makitatools.com. You can follow Makita at facebook.com/makitatoolspage, twitter.com/makitatools, and youtube.com/makitapowertools.

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