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FOR IMMEDIATE RELEASE

**AMERICAN HONDA PREMIER PARTNER PROGRAM HONORS
URBAN SCIENCE AS A TOP SUPPLIER FOR 2003**

LONG BEACH, Calif., August 11, 2003 — American Honda Motor Co., Inc. Chairman and Chief Executive Officer Koichi Amemiya along with President and Chief Operating Officer Koichi Kondo recently presented the company's Premier Partner Award for excellence in quality, value and customer service to Urban Science of Long Beach, Calif., a strategic consulting company that provides marketing, operations, and retail distribution strategies and solutions to the automotive industry. Urban Science was one of 15 suppliers selected out of the 74 nominated companies that service American Honda nationwide.

Urban Science provides a variety of services to American Honda, including dealership network analysis and dealer support services. These services are used by the Parts and Service Operations, Automotive Sales and Motorcycle Divisions within American Honda and help support the Service Marketing, Market Planning, and eBusiness departments. Urban Science has been working with American Honda since 1983.

Urban Science has been able to prosper in our relationship with American Honda because they truly allow us to partner with them. They treat us as one of their family, says Tom Longo, managing director, Urban Science.

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Premier Partners Awards
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The Awards were established in 1998 to recognize suppliers who embrace American Honda's philosophy of meeting and exceeding customer expectations.

We are extremely pleased to honor Urban Science and the other American Honda suppliers who continually provide us with invaluable services that consistently meet and exceed our expectations, said Gary Kessler, American Honda's vice president of human resources and administration. Our suppliers' support is critical to Honda's success as a company and largely enables us to achieve our goal of providing our customers with the highest quality products and customer service.

Honda began operations in North America in 1959 with the establishment of American Honda Motor Co., Inc., Honda's first overseas subsidiary. Using domestic and globally-sourced parts, Honda began assembling motorcycles in America in 1979, with U.S. automobile manufacturing starting in 1982. Honda designs, manufactures and markets its products in North America and worldwide. Honda currently builds products in 12 manufacturing plants in North America, with three major R&D centers in the U.S.

Founded in 1977, Urban Science provides customized intelligent solutions to companies seeking to increase the market share and profitability of their retail networks. Urban Science is headquartered in Detroit and serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, The Netherlands, Mexico and Japan. For information:

www.urbanscience.com.

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