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FOR IMMEDIATE RELEASE

**AMERICAN HONDA RECOGNIZES URBAN SCIENCE
AS A TOP SUPPLIER WITH PREMIER PARTNER AWARD**

TORRANCE, Calif., August 30, 2005 – American Honda Motor Co., Inc. President and CEO Koichi Kondo today presented the company’s Premier Partner Award to Urban Science of Long Beach, Calif., for excellence in providing strategic marketing support for the Sales and Service Divisions. Urban Science was one of 15 award recipients selected from 51 suppliers nominated by American Honda associates nationwide.

The Premier Partner Awards were established in 1998 to recognize suppliers who embrace American Honda’s philosophy of exceeding customer expectations. The award winners represent excellence in a variety of industries including automobile batteries, railway transportation, information technology services, marketing services and much more.

“Honda’s global success is directly related to our core philosophy of delivering the highest possible value to our customers through quality products and customer service,” said Gary Kessler, American Honda’s senior vice president of human resources and administration. “Today we acknowledge select suppliers who share in our philosophy and thank them for their dedication to American Honda’s quality commitment.”

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Honda is one of the world's leading producers of mobility products including its diverse line-up of automobiles, motorcycles and ATVs, power products, marine engines and personal watercraft. Honda is the world's preeminent engine-maker, with annual worldwide production of more than 19 million engines. On a global basis, Honda has more than 130 manufacturing facilities in 29 nations.

Honda began operations in North America in 1959 with the establishment of American Honda Motor Co., Inc., Honda's first overseas subsidiary. Honda began assembling motorcycles in America in 1979, with U.S. automobile manufacturing starting in 1982. Honda now employs more than 26,000 Americans in the design, manufacture and marketing of its products in America. 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 helps companies evaluate, structure and manage their retail sales channels to achieve critical competitive, cost and customer-relationship advantages. Urban Science is headquartered in Detroit and serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, China, Mexico and Japan. For information on Urban Science, visit <http://www.urbanscience.com>.

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