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Hitachi Asia Ltd. Appoints New Managing Director

17 September 2009, SINGAPORE --- Hitachi Asia Ltd. today announced the appointment of Mr Takayuki Hirota, Senior Vice President of Business Development, Hitachi Power Systems America, Ltd., as Managing Director for Hitachi Asia Ltd., with effect from 1 November 2009.

Mr Hirota joined Hitachi, Ltd. in 1979 and he has more than 25 years of experience handling large power plants. In 2005, Mr Hirota was General Manager, International Operation Division, Hitachi Ltd. In 2004, Mr Hirota was Division General Manager, Energy Systems of Babcock Hitachi K.K., Hitachi's wholly-owned subsidiary.

From 2000 to 2003, Mr Hirota served as Department General Manager, Nuclear, Thermal Power and Gas Turbine Dept., where he managed equipment supply contracts and power plant rehabilitation services contracts with Hitachi's overseas subsidiaries. Before that, he was Director of Sales and Marketing, Hitachi America Ltd. Tarrytown NY from 1993 to 1999.

Mr. Hirota holds a Bachelor's degree in Commerce from Waseda University, Tokyo Japan.

Please see the attached Biodata.

About Hitachi Asia Ltd.

Hitachi Asia is one of four regional headquarters for Hitachi's worldwide operations, the other three being North America, Europe and China. Established in Singapore in 1989, it operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Hitachi Asia has full responsibility for Hitachi's sales and marketing operations in Asia - in market sectors such as information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit <http://www.hitachi.com.sg>

BIODATA

Biography of New Managing Director

Takayuki Hirota

1. Date of Birth September 28, 1955
2. Education
 March, 1979 Graduated from Faculty of Commerce, Waseda University
3. Business Experience
 December, 2005 Senior Vice President of Business Development, Hitachi Power Systems America, Ltd.
 January, 2004 Deputy General Manager of Energy Systems Division, Babcock-Hitachi K.K.
 April, 2001 Senior Manager of Thermal & Nuclear Systems Department 1, Global Power Systems Sales Management Division, Electric Utility Sales Operations Group, Power & Industrial Systems Group, Hitachi, Ltd.
 April, 1979 Joined Hitachi, Ltd.