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Hitachi demonstrates efforts to achieve a sustainable society at IGEM 2010

Kuala Lumpur, 13 October 2010 --- Hitachi Asia Ltd. today announced that Hitachi Group will demonstrate its strong commitment to achieve a sustainable society through the Hitachi Group's Social Innovation Business contributions at the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) 2010 as an exhibitor and conference speaker. The event will be held from 14-17 October 2010 at the Kuala Lumpur Convention Centre, Malaysia.

Mr Takashi Hatchoji, Executive Vice President and Executive Officer of Hitachi, Ltd. and, Hitachi Group Chief Environmental Strategy Officer said, "The year 2010 is our centennial year. As we take the initial steps toward the next 100 years, we would like to make major contributions to environmental conservation through what we call "Social Innovation Business," or providing environmentally conscious, highly advanced public infrastructure based on information and communication systems technology, in keeping with the original purpose of the company."

Mr Hatchoji will participate as a speaker at the International Green Technology and Purchasing Conference on 16 October 2010 at the Kuala Lumpur Convention Centre, held in conjunction with IGEM 2010. He will present on the topic, "Eco Conscious City: Japan Experiences and Hitachi Actions".

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The 60-square metre Hitachi booth (C043-C045, C054-C056) will showcase the Hitachi Group's business contributions to achieve a sustainable society. Exhibits include Hitachi's solution in Gas Turbine, Solar Power, Smart Grid, Green IT, IT-Facility Consolidation System, Electric Drive Machines, Amorphous Transformer, Oil-free Screw Compressor, Clear Ballast System, Membrane Bioreactor and Intelligent Water System.

With increasing global awareness concerning climate change and environmental conservation, IGEN 2010 aims to provide an essential platform to feature innovative Eco-Products, green technologies and services. This four-day event is expected to draw on more than 500 companies and organizations from around the world and over 120,000 visitors, including government and policy makers, business leaders, NGOs, academics and researchers, and other professionals.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit the website at <http://www.hitachi.com.sg>.