

FOR IMMEDIATE RELEASE

Contacts:

Ichio Iwai / Mavis Lim

Corporate Communications Department

Hitachi Asia Ltd.

iiwai@has.hitachi.com.sg / mlim@has.hitachi.com.sg

DID: +65 62312225 / +65 62312277

Hitachi Asia exhibits “Smart City” model in Japan Creative Centre

Singapore, 20 November 2010 --- Hitachi Asia Ltd. today announced that it will launch its first exhibition at Japan Creative Centre (JCC). As joint organizer with JCC, Hitachi will be the first in a series of exhibitions introducing Japan eco technologies. The Japan Green Innovation Exhibition Series 1: “Smart City by Hitachi” at JCC will showcase the Hitachi Group’s eco technologies and Social Innovation Business which is advanced social infrastructure supported by sophisticated information and communication technology.

To be held from 20 November until 24 December 2010, the “Smart City by Hitachi” exhibition will showcase the Hitachi Group’s business contributions to achieve a sustainable society. The exhibition illustrates how Hitachi can realize a smart society through smooth integration of an information and control system to optimize four major components - “Energy”, “Water”, “Mobility” and “Resources”. Highlights include an interactive diorama as well as displays on how one can save energy using the smart grid technology.

Takayuki (Tony) Hirota, Managing Director for Hitachi Asia said, "2010 marks a significant milestone in Hitachi history. It marks the 100th anniversary of the Hitachi Group. Through the exhibition, customers can experience how Hitachi makes the best use of our technology in the Social Innovation Business for a safe, comfortable, convenient and sustainable society."

The opening ceremony on 20 November 2010 will be graced by Yoichi Suzuki, the Japanese Ambassador to Singapore. Thereafter, Dr Tsutomu Kanai Chairman Emeritus of Hitachi, Ltd. and Honorary Citizen of Singapore will make a speech. This will be followed by a tour of the exhibits.

About Japan Creative Centre (JCC) and “Smart City by Hitachi”

Launched in November 2009, JCC is the first of its kind outside Japan which showcases modern Japan and serves as a model for the future. With "Innovation and Tradition" as its main theme, JCC is a place where visitors can enjoy the charms of modern and tradition-rich Japan through JCC events and activities. Indeed, current Japanese design ideals have been incorporated into the design and amenities of the Centre to create an authentic Japanese experience for visitors.

The Japan Green Innovation Exhibition Series 1: “Smart City by Hitachi” is on from 20 November to 24 December 2010 at JCC, 4 Nassim Road Singapore 258372. Admission is free. Open from Tuesdays to Saturdays, 10am – 6pm. Closed on Sundays, Mondays, 23 November and 23 December 2010. Visit <http://www.sg.emb-japan.go.jp/JCC> for more details.

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>