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Hitachi Launches Christmas Fiesta with Tree Lighting Ceremony

Manila, 3 December 2010 – Hitachi Asia Ltd. today announced the launch of the Hitachi Christmas Fiesta, the Christmas Tree Lighting Ceremony organized by the Hitachi Group of Companies in Philippines at the South Arcade Area of the SM Mall of Asia in Pasay City.

Organized in conjunction with Hitachi's 100th Anniversary, the Hitachi Tree Lighting Ceremony highlights the synergy among the Hitachi Group of Companies in Philippines to create an atmosphere of hope and joy during this festive period. This year, the ornaments used to adorn the 30-ft tree are made of beautifully crafted recyclable materials and shows Hitachi's commitment to the conservation of resources.

The programme for the evening will include performances by the Santa Isabel College Singers and popular actress and singer Rhian Ramos. The highlight of the event will be the official lighting of the Hitachi Christmas Tree led by Mr Yoshinori Iwasawa, General Manager of Hitachi, Ltd. (Philippines Branch), Mr Jun Ishihara, Chairman of Manila International Freight Forwarders, Inc., and Mr Hitoshi Goto, General Manager of Hitachi Asia Ltd. (Philippines Branch).

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19 Hitachi Group of Companies in Philippines are participating in this event. They are: Hitachi Asia Ltd., Babcock-Hitachi (Philippines) Inc., Clarion Manufacturing Corporation of the Philippines, Hi-Eles Industrial Corporation, Hitachi Air Conditioning Products Philippines Inc., Hitachi Cable Asia Ltd.- Philippine Branch, Hitachi Cable Philippines, Inc., Hitachi Global Storage Technologies Philippines Corporation, Hitachi High-Technologies Pte. Ltd., Hitachi Industrial Machinery Philippines Corporation, Hitachi, Ltd.-Philippine Branch, Hitachi Plant Technologies, Ltd.-Philippine Branch Office, Hitachi Terminals Mechatronics Philippines Corporation, Hitachi Via Asia Pte. Ltd. Philippine Branch, Manila International Freight Forwarders, Inc., PHCP, Inc., PHCP Co., Ltd. Inc., Philippine Precision Technology, Inc. and San Technology, Inc.

The Christmas Fiesta will continue with chorale performances by the Carmelite and Anima choir groups on 11, 18 and 23 December at 6 pm at the Hitachi Christmas Tree, which will be displayed at the SM Mall of Asia until 2 January 2011.

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>.