

News Release

HITACHI
Inspire the Next

FOR IMMEDIATE RELEASE

Contacts:

Japan: Masanao Sato
Hitachi, Ltd.
+81-3-5208-9324
masanao.sato.sz@hitachi.com

Singapore: Ichio Iwai
Hitachi Asia Ltd.
+65-6231-2225
iiwai@has.hitachi.com.sg

Hitachi, Ltd. Appoints New Chief Executive and Chief Innovation Officer for Asia

Tokyo, March 17, 2011 – Hitachi, Ltd. today announced the appointment of Mr. Kiyoshi Kinugawa as Chief Executive and Chief Innovation Officer for Asia, Hitachi, Ltd., Chairman of Hitachi Asia Ltd. and Hitachi India Pvt. Ltd.

Mr. Yasunori Taga, current Chief Executive and Chief Innovation Officer for Asia, Hitachi, Ltd., will be appointed Associate of Hitachi, Ltd., effective on April 1, 2011.

Mr. Kiyoshi Kinugawa is presently General Manager of Sales & Marketing Division, Industrial & Social Infrastructure Systems Company, Hitachi, Ltd. He is also Deputy General Manager of Marketing Integration & Strategy Division, Industrial & Social Infrastructure Systems Company and International Marketing Division of Corporate Marketing Group, Hitachi, Ltd.

In 2008, Mr. Kinugawa was appointed as President of Hitachi America, Ltd. after his role as Vice President since 2005.

In 2003, Mr. Kinugawa was General Manager of Industrial Systems Sales Division, Power & Industrial Systems Group, Hitachi, Ltd.

Mr. Kinugawa joined Hitachi, Ltd. in 1975 after graduating from the Faculty of Economics and Business Administration at Yokohama City University.

- more -

Please see Mr. Kinugawa's biography attached.

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>.

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>.

Biography of Kiyoshi Kinugawa

1. Date of Birth February 27, 1951

2. Education Graduated from the Faculty of Economics and Business Administration, Yokohama City University in March, 1975

3. Business Experience

- November, 2010 General Manager of Sales & Marketing Division, Industrial & Social Infrastructure Systems Company, Deputy General Manager of Marketing Integration & Strategy Division, Industrial & Social Infrastructure Systems Company and International Marketing Division, Corporate Marketing Group

- April, 2010 General Manager of Sales & Marketing Division, Industrial & Social Infrastructure Systems Company, Deputy General Manager of International Marketing Division, Corporate Marketing Group, Hitachi, Ltd.

- October, 2008 President of Hitachi America, Ltd.

- October, 2005 Vice President of Hitachi America, Ltd.

- October, 2003 General Manager of Industrial Systems Sales Division, Power & Industrial Systems Group

- November, 2001 General Manager of Plant Sales Division, Industrial Systems Sales Operations Group, Power & Industrial Systems Group

- April, 1999 Senior Manager of Chemical Plant Department, Plant Sales Division, Industrial Systems Sales Operations Group, Power & Industrial Systems Group

- April, 1975 Joined Hitachi, Ltd.