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Hitachi to Showcase Urban Sustainability Solutions at BOI Fair 2011

BANGKOK, Thailand, September 22, 2011 – Hitachi Asia Ltd. today announced its participation in the upcoming BOI Fair 2011 to be held from 10 – 25 November in Impact Exhibition and Convention Center at Muang Thong Thani. Themed “Tomorrow, Together”, the Hitachi Pavilion will feature a range of Hitachi's advanced sustainable urban technology and cutting-edge innovations to help create a better society.

Since its founding, Hitachi has been expanding its business by following its corporate credo of contributing to society through the development of superior, original technologies and products. To help create a more sustainable society, Hitachi is accelerating its global development of Social Innovation Business which has a strong record and technological capabilities in advanced social infrastructure, supported by sophisticated information and communication technologies.

“Thailand is an important market for Hitachi and we are proud to be participating at the prestigious BOI Fair 2011. Hitachi is committed to fulfilling its social responsibilities as a good corporate citizen by striving to realize a truly sustainable society that is in harmony with the environment through the services and products we offer,” said Mr. Kazuo Karasawa, Managing Director of Hitachi Asia (Thailand) Co., Ltd.

The Hitachi Pavilion has been developed with a distinctly modern look and unique presentation techniques to reflect Hitachi's outstanding technology and to show how green urban technology can be integrated to achieve a convenient and sustainable society.

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The “Tomorrow, Together” theme selected is in line with and complements Hitachi’s latest Pan-Asia corporate brand campaign which illustrates how Hitachi's technologies contribute to the betterment of society – bringing greater convenience, comfort and sustainability.

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 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 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>.

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