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Hitachi Launches Earth-Friendly Christmas with Christmas Tree Light Up Ceremony

MANILA, Philippines, December 2, 2011 – Hitachi Asia Ltd. today announced the launch of the Hitachi Earth-Friendly Christmas at the Christmas Tree Light Up Ceremony organized by the Hitachi Group Companies in the Philippines at the South Arcade of the SM Mall of Asia in Pasay City.

The Hitachi Christmas Tree Light Up Ceremony highlights the synergy among the Hitachi Group Companies in the Philippines to create an atmosphere of hope and joy during this festive period. In line with Hitachi's commitment to contribute to environmental sustainability through our business, the event also provides a platform for Hitachi to create greater awareness for the conservation of natural resources.

This year, the Hitachi Christmas tree is made up of hundreds of pots of tree saplings and adorned with Christmas handicrafts made from indigenous and earth-friendly materials, topped by a beautiful three-foot angel crafted from native capiz.

To encourage young students to care more about the environment, Hitachi will donate the pots of tree saplings after the event to five selected schools, namely Rosario Elementary School in Cavite, Bauan Central East Elementary School in Batangas, Inosluban-Marawoy Elementary School in Lipa City, Sinag of Kalalake Elementary School in Subic, and Payatas C Elementary School in Quezon City. The Hitachi Group Companies in the Philippines will also sponsor about 1,000 books to these five schools through the National Bookstore Foundation, Inc.

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The Christmas Tree Light Up Ceremony will be hosted by Miss Universe 2010 4th Runner-Up Ms Venus Raj and will include exciting performances by The Voice of Manila Choir and Myxx Dancers. Mr Yoshinori Iwasawa, General Manager of Hitachi, Ltd. Philippine Branch, will give the opening remarks. The highlight of the event is the official lighting of the Hitachi Christmas Tree led by Mr Hitoshi Goto, General Manager of Hitachi Asia Ltd. Philippine Branch, Mr Yukihiro Isono, Vice-President of Hitachi Global Storage Technologies Philippines Corp., and Mr Jun Ishihara, Chairman of Manila International Freight Forwarders, Inc.

Participating in this year's event are 18 Hitachi Group Companies and offices including: Hitachi Asia Ltd. Philippine Branch, Babcock-Hitachi (Philippines) Inc., Hitachi Elevator Philippines Corporation, Hitachi Air Conditioning Products (Phils) Inc., Hitachi Cable Asia Pacific (HCAP) Pte. Ltd. Philippine Branch, Hitachi Cable Philippines, Inc., Hitachi Global Storage Technologies Philippines Corp., Hitachi High-Technologies (Singapore) Pte. Ltd. Philippines Branch Office, Hitachi Industrial Machinery Phils. Corp., 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., Philippine Precision Technology, Inc., PHPC Co., Ltd. Inc. and San Technology, Inc.

The Hitachi Earth-Friendly Christmas will continue with chorale performances by the St. John Bosco Chorale, PLM Hiyas ng Maynilad Dance Company and the Philippine National School for the Blind Rondalla Ensemble on 3, 10 and 17 December respectively at 6:30 pm at the Hitachi Christmas Tree, which will be displayed at the SM Mall of Asia from 2 December 2011 to 4 January 2012.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across six Asian countries (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 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>.

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