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Hitachi Launches Christmas Light Up 2011 Event at Saigon Tax Trade Center

Ho Chi Minh City, 9 December 2011 – Hitachi Asia Ltd. today announced the launch of the Christmas Light Up 2011 Event at Saigon Tax Trade Center, one of Saigon's most popular shopping malls in District One. This year marks the 4th consecutive year Hitachi is sponsoring the Christmas Light Up event at this prominent landmark, which will take place from 9 December 2011 to 1 January 2012.

Themed "Christmas Night Fest at the Hitachi Aqua Castle", the launch signals the start of three weeks of exciting performances and activities targeted at both locals and visitors to Ho Chi Minh City, to create an atmosphere of peace, joy and hope during this festive season. To illustrate the theme of this year's campaign, the Saigon Tax Trade Centre has been decorated to resemble a castle in the ocean with marine animals dressed-up in Christmas attire.

In line with this year's theme, the evening's festivities will include marine animal mascots stationed at the main entrance of the Christmas Hall to draw the crowd's attention prior to the opening ceremony. The event will kick-off with a ribbon cutting ceremony to officially open the gates to the Hitachi Christmas Hall. The highlight of the evening is the launch ritual officiated by Ms Tran Thuy Lien, Director of Saigon Tax Center, Mr Kiyoshi Kinugawa, Chief Executive for Asia, Hitachi, Ltd. and Chairman of Hitachi Asia Ltd., Mr Nobuyuki Nakamura, Chief Representative for Vietnam and General Manager of Hitachi Asia Ltd. (Vietnam offices) and Mr Masanori Iwanaga, Managing Director of Hitachi Home Electronics Asia (S) Pte. Ltd.

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The launch ceremony will be immediately followed by a stunning light show with special effects as well as a magnificent display of fireworks and snow confetti. The evening's entertainment will continue with a star-studded Christmas Music Show which will include performances by Vietnam's top music stars such as Elvis Phuong and Van Mai Huong.

To educate the public on Hitachi's high quality and cutting-edge innovations, the Hitachi Christmas Light Up 2011 Event will feature a Hitachi Showroom which will showcase Hitachi Group's Social Innovation Business ⁽¹⁾ contributions and a range of Hitachi's home appliance products for the public to experience how Hitachi utilizes the latest technologies to offer energy efficient solutions and environmentally conscious products that improve the quality of life of today's modern customers, which ultimately helps to create a more sustainable society.

The Christmas Light Up Event is an annual event aimed at bringing Christmas cheer and entertainment for the whole family to enjoy. The Christmas Light Up 2011 Event will continue for three weeks with fun-filled activities held at the Christmas Hall and a finale New Year Music Show on January 1, which will feature a mix of entertainment by music stars, street artists and a variety of interactive games.

Note:

(1) The Hitachi Group is accelerating its growth strategy of the Social Innovation Business, which provides social infrastructures supported by highly efficient and highly reliable information and telecommunications technology. Social Innovation Business 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.

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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