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Contacts:

Satoko Yasunaga
Hitachi Asia Ltd.
+65-6231-2410
ccg@has.hitachi.com.sg

Hitachi Asia Ltd. Announces the Appointment of Yukio Toyoshima as Managing Director

September 19, 2012, Singapore --- Hitachi Asia Ltd. today announced the appointment of Mr. Yukio Toyoshima as Managing Director of Hitachi Asia Ltd. Mr. Toyoshima, currently General Manager, International Strategy Division, Hitachi, Ltd. will succeed Mr. Makoto Nagashima, who has been appointed Deputy General Manager of International Strategy Division, Hitachi, Ltd. Both appointments will be effective from October 1, 2012.

Prior to his present role as General Manager, International Strategy Division, Hitachi, Ltd. which he has held since April 2010, Mr. Toyoshima was General Manager, Regional Planning Center, Global Business Division, Hitachi, Ltd. He joined Hitachi, Ltd. in 1980 after graduating from Seikei University with a Bachelor's degree in Business Administration. He holds extensive experience in the field of global business strategy and business development, along with the global business expansion of Hitachi group.

Having stayed in several ASEAN countries during his university days and held the position of President and CEO for Siam-Hitachi Elevator Co., Ltd. in Thailand from 2005 to 2008, Mr. Toyoshima is also familiar with the South East Asia market. He said, "I am very excited about this new opportunity as it will allow me to put my knowledge, experience and interest in the expansion of Hitachi's 'Social Innovation Business' in South East Asia. Hitachi is focusing on the market in its global strategy, and we aim to contribute to the development of sustainable society in the region."

Mr. Nagashima, the current Managing Director for Hitachi Asia Ltd. since January 2011, will move on to a new role as Deputy General Manager of International Strategy Division, Hitachi, Ltd.

Biography of Yukio Toyoshima

1. Education

March 1980 : Graduated from the Discipline of Business Administration, the Faculty of Economics, Seikei University

2. Professional Experience

April, 2010 : General Manager, International Strategy Division, Hitachi, Ltd.

October, 2008 : General Manager, Regional Planning Center, Global Business Division, Hitachi, Ltd.

July, 2005 : President and CEO, Siam-Hitachi Elevator Co., Ltd. (Thailand)

April, 1999 : Senior Manager, Asian Business Development Department, International Business Planning & Development Division, Hitachi, Ltd.

April, 1980 : Joined Hitachi, Ltd.

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 Ltd., please visit the website at <http://www.hitachi.com.sg>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development 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>.