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Hitachi Asia Ltd. Announces the Personnel Change in the Representative for its Philippine Branch

October 5, 2012, Manila --- Hitachi Asia Ltd. today announced the appointment of Mr. Mitsuhiro Shimizu as General Manager of Hitachi Asia Ltd. – Philippine Branch. Mr. Shimizu's appointment was effective from October 1, 2012, and has since started representing the Hitachi's business in the country.

Prior to his new role in the Philippines, Mr. Shimizu was General Manager, Asia 1 Department, International Sales & Marketing Division, Power Systems Company, Hitachi, Ltd. He joined Hitachi, Ltd. in 1987 after graduating from the School of Commerce in Waseda University. He holds extensive experience in the field of global sales in Power Business, along with the global business expansion of Hitachi. In his new capacity, Mr. Shimizu aims to promote the Hitachi's 'Social Innovation Business', or advanced infrastructure business, in the Philippines to contribute to the country's economic development and sustainability.

Mr. Hitoshi Goto, the predecessor of Mr. Shimizu since November, 2007, has moved on to a new role as General Manager, Corporate Export Regulation Department, Corporate Export Regulation Division, Hitachi, Ltd. with effect from October 1, 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 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 total 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>.

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