

FOR IMMEDIATE RELEASE

Contacts:

Singapore: Kazuko Amamoto
Hitachi Asia Ltd.
+65 6212 1797
ccg@has.hitachi.com.sg

Hitachi Launches the Christmas Light up 2012 Event at Saigon Tax Trade Center

-- Hitachi commits to the long-term contribution of prosperity and growth in Vietnam --

Ho Chi Minh City, 7 December 2012– Hitachi Asia Ltd. today announced the launch of the Christmas Light Up 2012 Event at Saigon Tax Trade Center, one of Saigon’s most popular shopping malls in downtown. It is the eighth consecutive year Hitachi is sponsoring the Christmas Light Up event at this prominent landmark, which will take place from 7 December 2012 to 1 January 2013.

Themed “Golden Christmas”, 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, the Saigon Tax Trade Centre has been decorated with gold ornaments to bring out the bright and cheery festive mood. Four ‘Christmas Angles’, decked in Santa costumes, will also make their rounds to deliver ‘sweet’ heart-shaped messages from Hitachi to the crowd. The event will kick-off with a ribbon cutting ceremony to officially open the gates to the Hitachi Christmas Hall, followed by an array of song and dance performances.

The Christmas Hall will also feature a Hitachi Showroom which will showcase a range of Hitachi’s home appliance products. The public will be able to experience firsthand, 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.

Mr. Yukio Toyoshima, Managing Director of Hitachi Asia Ltd. said, “We are glad to continue supporting this event for the eighth year running; to bring the joy of Christmas to the people and as a promise of long-term business commitments in this country. Vietnam has always been an important market to Hitachi, and is even more so now since the announcement of our ‘New Globalization Plan’ ⁽¹⁾ in 2011. In fact, Hitachi has not only been a home appliances company in Vietnam. We also focus and strategically develop the Social Innovation Business ⁽²⁾, particularly in power businesses, urban transportation, town development including smart city, smart community, water treatment and elevators, as part of our long-term commitments and partnership in Vietnam. We will continue to enrich people’s lives and contribute to the sustainable growth and development of the country.”

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 2012 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.

Notes

- (1) The New Globalization Plan was announced by Hitachi, Ltd. on June 8, 2011. The plan identifies 11 key regions, with a particular focus on the Asian Belt Zone, South America, and Central/Eastern Europe, that are expected to see increased demand for the Social Innovation Business, which Hitachi is currently focusing its business resources on. For more information, please refer to the press release at <http://www.hitachi.com/New/cnews/110608a.html>
- (2) For more information on Hitachi’s Social Innovation Business, please visit http://www.hitachi.com.sg/tomorrowtogether/social_innovation.html.

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. (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>.

###