

**FOR IMMEDIATE RELEASE**

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## **Hitachi Christmas Tree Light Up Ceremony**

*-- Celebrating a Season of Light, a Season of Hope --*

**Manila, Philippines, December 7, 2012** — Hitachi Asia Ltd. today announced the launch of Hitachi's Christmas Tree Light up Ceremony organized by the Hitachi Group of Companies in the Philippines at the Sports, Hobbies and Fitness Area of Alabang Town Center.

Themed "A Season of Light, a Season of Hope", the ceremony highlights the synergy among the Hitachi Group Companies in the Philippines to usher in the spirit of goodwill and hope in the season of joy, love and peace. This is also in line with Hitachi's commitment to give back to the society through our business as well as social contributions.

This year, the Hitachi Christmas tree, fully decorated with LED lights, is made up of three elegant stained glasses and adorned with unique Hologram stickers from Japan, designed with nature's bountiful images to emphasize Hitachi's concern for the environment. Each of the stained glasses features a theme, which represents Hitachi's contributions in the Philippines: Environment Contribution, Energy & Water Business, and Rail & Consumer Products. In addition, a picture panel will be placed in front of each stained glass to provide more information about the theme.

Another important aspect in contributing back to society is to build and groom future generations. To achieve this, Hitachi will be donating approximately 600 books to the Aklat, Gabay Aruga Tungo sa Pag-angat at Pag-asa (AGAPP) Foundation Inc., a non-profit organization that strives to provide underprivileged children with the opportunity to study.

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The Christmas Tree Light Up Ceremony will be hosted by Filipina actress and host, Ms Issa Litton, and will include exciting performances by one of the most popular local group at present, the "Akafellas". The highlight of the night is the official lighting of the Hitachi Christmas Tree led by Mr. Yoshinori Iwasawa, General Manager of Hitachi, Ltd. Philippine Branch, Mr. Mitsuhiro Shimizu, General Manager of Hitachi Asia Ltd. Philippine Branch and Mr. Tomoki Soutume, President of San Technology Inc.

The Hitachi Christmas Tree will be displayed at Alabang Town Center from now to January 2, 2013.

#### **About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi Ltd., established in Singapore in 1989, operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam). Business includes information systems, power and industrial systems, digital media systems, and international procurement. We declared "Inspire the Next" as a brand promise of the "Hitachi" brand in order to meet expectations of society and customers in the new era.

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. 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.

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