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Hitachi Appoints Kiyooki Iigaya New Chief Executive for Asia

March 14, 2013, Singapore --- Hitachi, Ltd. today announced the appointment of Mr. Kiyooki Iigaya as Chief Executive for Asia and Chairman of Hitachi Asia Ltd. and Hitachi India Pvt. Ltd. He will assume responsibility for Hitachi's "Social Innovation Business" across India and the Southeast Asian countries including Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

A 34-year Hitachi veteran, Mr. Iigaya will succeed Mr. Kiyoshi Kinugawa, who is appointed as Executive Vice President and Director of Hitachi Industrial Equipment Systems Co. Ltd., in Japan.

Both appointments will be effective April 1, 2013.

Mr. Iigaya most recently served as Deputy Managing Director of Hitachi Asia Ltd. and Executive Advisor of Hitachi India Pvt. Ltd.

"I'm excited about leading Hitachi's strategy in this very dynamic and diverse region. India and Southeast Asia are key strategic markets in Hitachi's global growth initiative," said Mr. Iigaya. "Hitachi will continue to focus on our "Social Innovation Business" with group-wide expertise allowing us to contribute to the development of a sustainable society in this region."

"As we tackle the challenges and opportunities of today's business environment, we will also continue our commitment to develop capable and diverse workforce. At Hitachi, we recognize that human capital plays a pivotal role in establishing a solid organization." added Mr. Iigaya.

Mr. Iigaya has extensive experience in business development, corporate planning and employee relations & human resources.

Biography of Kiyoaki Iigaya

1. **Date of Birth** May 9, 1954

2. **Education** March, 1979
 Graduated from the Faculty of Law, University of Tokyo

3. Business Experience

July, 2011

Deputy Managing Director & Chief Transformation Officer, Hitachi Asia Ltd
Executive Advisor, Hitachi India Pvt Ltd

April, 2011

General Manager of Human Capital Office, Human Capital Group,
Senior Manager of Human Capital Department (Group Companies), Human
Capital Office, Human Capital Group, Hitachi, Ltd.

December, 2010

General Manager of Human Capital Office, Human Capital Group, Hitachi, Ltd.

April, 2007

General Manager of Employee Relations & Human Resources Department,
Senior Manager of Human Resources Service Center, Employee Relations &
Human Resources Department, Hitachi, Ltd.

April, 2006

General Manager of Sales Operation 3, Government & Public Corporation
Information Systems Sales Management Division, Information &
Telecommunication Systems, Hitachi, Ltd.

April, 2003

General Manager of Sales Operation 4, Government & Public Corporation
Information Systems Sales Management Division, Information &
Telecommunication Systems, Hitachi, Ltd.

October, 2002

Senior Manager of Medical Sales Department, Public Systems Sales Operation4,
Government & Public Corporation Information Systems Sales Management
Division, Information & Telecommunication Systems, Hitachi, Ltd.

April, 1979

Joined Hitachi, Ltd.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across seven Asian countries (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, R&D, and digital media systems. 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 totaled 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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