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Hitachi Asia Ltd. Appoints Shinichi Sakai Managing Director of Hitachi Asia Malaysia Sdn. Bhd.

March 14, 2013, Kuala Lumpur --- Hitachi Asia Ltd. today announced the appointment of Mr. Shinichi Sakai, as Managing Director of Hitachi Asia Malaysia Sdn. Bhd. In his new role, which is effective April 1, 2013, Mr. Sakai will be responsible for the development and promotion of Hitachi's "Social Innovation Business" in the country.

Mr. Sakai, formerly Manager for the Middle East and Africa, Power Systems Sales Management Division, Power Systems Company at Hitachi, Ltd., will succeed Mr. Seiji Yoshimura.

"With my global business experience, I look forward to helping expand Hitachi's business in Malaysia. The country is a strategic part of the company's operations in Asia. My immediate task is to ensure Hitachi's commitment to the market and to assist Malaysian businesses across several industries with our innovative technologies and cutting-edge solutions," said Mr. Sakai.

Mr. Sakai is a veteran in the Power Systems Business and has covered key markets in Asia, Oceania, Middle East and Africa. He also holds extensive experience in international sales and marketing, along with global business expansion of Hitachi group.

Mr. Seiji Yoshimura, who after three and half years of leading the operations in Hitachi Asia Malaysia Sdn Bhd, will assume a leadership position in Hitachi, Ltd. as General Manager, Asia 1 Department, International Sales & Marketing Division, Power Systems Sales Management Division, Power Systems Company with effect from April 1, 2013.

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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