

FOR IMMEDIATE RELEASE

Hitachi Australia Pty Ltd – Strategic Partnership

Hitachi Australia Pty Ltd (a fully owned subsidiary of Hitachi Ltd) today announces a Strategic Partnership between Hitachi Appliances, Inc and Temperzone Australia Pty Ltd which will see Hitachi air conditioning products exclusively distributed in Australia by Temperzone. The strategic partnership will begin on 1 October 2009

Hitachi Australia Air Conditioning Systems Group (ACSG) has been operating in Australia for more than 25 years and this strategic partnership will allow the business to develop further in all States.

As part of the partnership all Hitachi Australia Air Conditioning staff which includes sales, technical, logistics and spare parts will be fully integrated into the Temperzone structure on 1 October 2009. All spare parts and warranty issues for Hitachi Air Conditioning products will be handled by Temperzone Australia. However until 30 September Hitachi Australia will continue to manage the Air Conditioning business as normal.

Hitachi Australia will continue to operate after 1 October in Macquarie Park focusing on Power, Industrial Systems & Industrial Equipment Group (PIEG), and the Digital Technology Solution Group (DTSG) both of which are performing well in this current economic climate.

Yutaka Sugihara
Managing Director
Hitachi Australia Pty Ltd

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totalled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>

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