

Hitachi Australia strengthens its Consumer Products Marketing team

2 February 2007

Hitachi Australia is pleased to announce the appointment of Brendan Flanagan and Megumi Maruyama to further strengthen its consumer products marketing team.



Brendan Flanagan, Product Specialist Appliances

Previously a product Manager for Whitegoods at NEC, Brendan Flanagan brings his 4 years of industry sales and marketing experience in his new role at Hitachi. Brendan joined the Sales division of NEC in 2002, before moving into the marketing department where he specialised in refrigeration, washing machines, microwave ovens, and air conditioners.

Megumi Maruyama, Commercial Analyst

After graduating from Macquarie University with a Bachelor of Commerce (Accounting), Megumi joined Hitachi in 2004 as a Management Accountant in Corporate Finance where she was assisting the Chief Financial Officer in the reporting and analysis of financial and statistical activities.



"The appointments of Brendan & Megumi complete the execution of our Consumer Products Marketing Team re-structure announced in 2006. The new candidates' experience has been evident in a short time with Hitachi and they have integrated seamlessly into the team. Coupled with the commencement timing, it ensures they have a strong contribution to our plans and strategies for 2007" – Geoff Hannaford, Consumer Product Group Sales and Marketing Manager says.

Hitachi Australia has been an active player in the Australian consumer electronics market for more than 30 years, providing employment to over 100 Australians.

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About Hitachi

For over 30 years, Hitachi has provided Australian industry and consumers with award winning products and services in many diverse areas. Hitachi Australia Ltd., a wholly owned subsidiary of Hitachi Ltd. Japan, markets and manufactures a broad range of products to the Australian market including air conditioning systems for home and business; consumer electronics, home entertainment and home appliance products; products and services for power generation; semiconductors and electronics devices for Australian manufacturers of electronic products. 2006 marks both the 50th anniversary of television manufacturing for Hitachi and the 50th anniversary of television broadcasting in Australia. Hitachi satisfies all audiences by providing superior technology in the areas of design, colour, definition and sound, on both the LCD and plasma platforms and remains one of few genuine manufacturers for both.

Hitachi Australia Pty Ltd (ABN 34 075 381 332)