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## **HITACHI AMERICA, LTD. Industrial Systems Division Launches New Industrial Portal Website with Oil-less Vortex Blowers**

TARRYTOWN, NY, February 4, 2008 -- Hitachi America, Ltd., Industrial Systems Division has launched a B2B web-based portal for the industrial components and equipment business designed to ensure that Hitachi customers receive consistent, rapid, first-class service regardless of their location and to increase Hitachi Brand Awareness on the Internet. The new Hitachi Industrial Portal Website can be accessed at <https://i-store.hitachi.us>.

The new web portal will eventually be a 'one-stop-shop' for Hitachi's industrial components and equipment products and services. Hitachi is committed to providing standardized and uniform support services to business customers including ease of procurement.

Hitachi is launching its Portal Website with the Oil-less Vortex Blower product. Hitachi's 38 years of Vortex Blower experience and nearly 100 years of compressed air experience are the foundation of the Hitachi Air Technology Group's innovative product offering.

The Air Technology Group is based in Charlotte, NC. The Charlotte facility is the center for all Air Technology Group sales, operations, warehousing, and training for Distribution Partners and OEMs.

For more information, please visit [www.hitachi.us/atg](http://www.hitachi.us/atg) or contact [airtechinfo@hal.hitachi.com](mailto:airtechinfo@hal.hitachi.com).

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## **About Hitachi**

Hitachi America, Ltd., Industrial Systems Division supplies a broad range of Industrial Infrastructure products and services. The division supplies markets sophisticated electrical and electronic industrial equipment and components for application in pharmaceutical plants, food & beverage processing, steel making, mass transit systems, chemical plants, and other manufacturing facilities.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information, visit <http://www.hitachi.us>.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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 and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com/>.

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