

News Release

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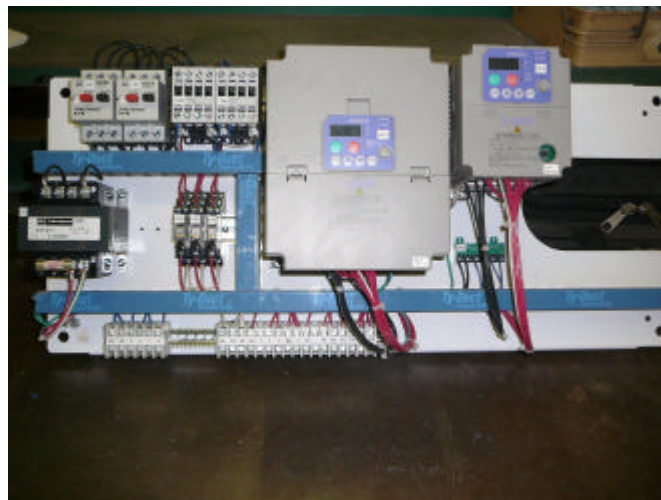
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HITACHI INVERTER HAVE BEEN SELECTED BY DETROIT HOIST

TARRYTOWN, NY, May 14, 2008 – Hitachi America is proud to announce that its SJ200 & SJ300 series variable frequency inverters have been selected by Detroit Hoist to be incorporated in their standard hoist design on all models through 30 hp. The unique “Intelligent Sensorless Vector Control” recognized by Frost & Sullivan with their 2006 Excellence in Technology Award, provides optimal vector performance with minimal setup. It is ideally suited for high starting torque applications such as cranes and hoists. Hitachi drives will also be used on the bridge and trolleys.

This success at Detroit Hoist is the culmination of a long-term Hitachi strategy to break into this key North American growth market. Keys to securing this business were a thorough understanding of the application and market, and the development of application-specific accessories to allow a general purpose inverter to provide the mandatory functions of a crane and hoist drive. Hitachi partnered with Detroit Hoist during the entire process to prove out the product in the application. In addition, Detroit Hoist’s newest product line was designed from the beginning incorporating Hitachi inverters.

For more information, please contact www.hitachi.us/inverters or inverterinfo@hal.hitachi.com.



Hitachi's SJ200 Series integrated on Detroit Hoist standard hoist design

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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 provides industrial equipment and services throughout North America. For more information, visit www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.2 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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