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**Frost & Sullivan Acknowledges Hitachi America's Constant Commitment to Improving
Technology in the Variable Speed Drives Market**

Palo Alto, Calif. — April 25, 2007 — *Frost & Sullivan* selected Hitachi America, Ltd. as the recipient of the 2007 *Frost & Sullivan Award for Excellence in Technology & Product Value* in the variable speed drives market.

The company has an unmatched ability to pioneer vector control technology and build solutions to enable customers to achieve operational excellence.

With innovation being a key differentiator in an intensely competitive market, Hitachi has shown an outstanding ability to transform its process and product knowledge into newer solutions and technologies.

The company's relentless technology development has helped create a robust product line, which has enabled customers to minimize costs and maximize profitability.

An upshot of Hitachi's R&D efforts is the radical 'Intelligent Sensorless Vector Control', introduced in the SJ200 series of inverters, which can overcome the complicated auto-tuning process to achieve optimal performance. The SJ200 provides unparalleled simplicity and flexibility.

"Hitachi has demonstrated diligence in integrating various technologies into value-enhancing solutions to exceed customer expectations," says *Frost & Sullivan Team Leader* Shibu S L. "It is focusing on changing its flexible business model into a keen customer-focused R&D culture across geographic boundaries."

The company is known for its immensely practical and economical products such as the SJ300-EL series of inverters. The company's foresight has also resulted in the creation of specialized, fully tunable sigmoid acceleration and deceleration function for elevator controls.

Strategically, Hitachi is likely to continue investing in products that offer better energy savings to its global customer base. This value addition is provided in the L300P series of inverters, which have delivered better control, enhanced energy savings, and a guarantee uptime.

Hitachi has shown an aptitude to look beyond the immediate and exhibit strong commitment toward exceeding customer expectations. The new and full-featured L200 Series micro variable speed drives have enhanced flexibility and one of the smallest footprints available and also have excellent easy-to-use/maintain features.

"Hitachi has shown distinct competence in translating its extensive processes knowledge and vertical industry expertise into products that deliver superior customer value at a reduced cost of ownership," notes Shibu. "The company's wide array of value-enhancing solutions by pioneering vector control technological innovations has helped customers achieve operational excellence."

Each year *Frost & Sullivan* presents this Award to the company that has demonstrated commitment to continuously evolve and remain a leading participant in the drives market by adopting technologies and providing products that offer better value to customers. The varied services that the company offers and the benefits that the clients receive through its efforts are important measuring tools that set the company apart.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Hitachi America, Ltd.

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 356,000 employees worldwide. Fiscal 2005 (ended March 31, 2006) consolidated sales totaled 9,464 billion yen (\$80.9 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>

About Frost & Sullivan

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