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**HITACHI AMERICA, LTD. APPOINTS PETE DENES VICE PRESIDENT,  
SALES OF HITACHI AMERICA, LTD. UBIQUITOUS PLATFORM  
SYSTEMS DIVISION, BUSINESS GROUP**

SAN DIEGO, Calif., April 12, 2006 – Hitachi America, Ltd., a subsidiary of Hitachi, Ltd. (NYSE: HIT,) today announced that Pete Denes has been named as vice president of the Hitachi, America, Ltd., Ubiquitous Platforms Systems Division, Business Group. Mr. Denes will have responsibility for sales of Hitachi LCD projectors, professional plasma monitors, interactive panels and whiteboards and security and observation system products.

Mr. Denes most recently served as director of sales for Hitachi America's former Digital Media Division, which was merged with the former Home Electronics Division on April 1 to create the current Hitachi America, Ltd. Ubiquitous Platform Systems Division. He joined Hitachi in 1996 at the company's home electronics subsidiary in Norcross, Ga. with responsibility for Western Region sales of LCD projectors. In 1998, he was promoted to national sales manager for digital media products at Hitachi America's former Computer Division America, which later was renamed the Digital Media Division, and in 2002 to director of sales. Earlier in his career he served in sales management positions with an A/V representative firm and in A/V presentations production with advertising agency Bozell & Jacobs. He attended the University of Nebraska at Lincoln.

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## **About Hitachi**

Hitachi America, Ltd., Ubiquitous Platform Systems Division, produces and markets a wide variety of digital products for business and consumers. The division's Consumer Group markets high-definition plasma televisions and monitors, LCD projection and flat panel HDTVs, LCD projectors, and DVD camcorders and DVD players. The division's Business Group markets LCD projectors, professional plasma monitors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi's product categories. For consumer products, please visit [www.hitachi.us/tv](http://www.hitachi.us/tv). For business products, please visit [www.hitachi.us/digitalmedia](http://www.hitachi.us/digitalmedia). For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at [www.hitachi-soft.com](http://www.hitachi-soft.com). Hitachi brand business products are connected through Hitachi's OneVision program, which makes it possible for any Hitachi business unit dealer to sell Hitachi products from other Hitachi business units.

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 347,000 employees worldwide. Fiscal 2004 (ended March 31, 2005) consolidated sales totaled 9,027.0 billion yen (\$84.4 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>.