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## **Hitachi Appoints Annie Sunseri To Position Of Northeast Regional Sales Manager**

*-- Ms. Sunseri's Responsibilities Will Include Generating Sales of Hitachi LCD Projectors to Dealers That Serve Various Markets Throughout The Northeast --*

CHULA VISTA, Calif., July 21, 2008 — Hitachi Home Electronics (America), Inc., Business Group has appointed Annie Sunseri as Northeast regional sales manager. Ms. Sunseri brings over 15 years experience in sales and marketing, most recently as an independent marketing consultant advising clients in event marketing, channel marketing, channel development and non-profit event management. Ms. Sunseri previously served as the senior marketing events manager for InFocus Corporation, a digital projection company. In this role she developed all corporate marketing, sales and reseller/vendor partner events and tradeshow.

Ms. Sunseri's responsibilities will include generating sales of Hitachi LCD projectors to dealers that serve various markets throughout the Northeast, including education, houses of worship, government, corporate and SOHO/home office. Because of their ease of installation, intuitive operation and affordability, Hitachi projectors offer the lowest cost of ownership in the industry.

"It's a very exciting time to be in the audio/video industry, given the rapid evolution of technology and the continuing maturation of numerous markets," Ms. Sunseri said. "Furthermore, I am thrilled to be joining Hitachi, one of the most successful and innovative companies in the industry."

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### **ABOUT HITACHI**

Hitachi Home Electronics (America), Inc., Business Group, subsidiary of Hitachi America, Ltd., markets LCD projectors, 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 Business products go to [www.hitachi.us/digitalmedia](http://www.hitachi.us/digitalmedia). For consumer products, please visit [www.hitachi.us/tv](http://www.hitachi.us/tv).

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](http://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 and financial services. For more information on Hitachi, please visit the company's website at [www.hitachi.com](http://www.hitachi.com).

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