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Hitachi Appoints Ray Soltys To Position Of Director of Sales, Business Group

– Mr. Soltys will be responsible for sales of Hitachi LCD projectors and Hitachi Software interactive panels and whiteboards . –

CHULA VISTA, CALIF., May 16, 2008 — Hitachi Home Electronics (America), Inc., Business Group has announced the appointment of Ray Soltys to the position of Director of Sales, Business Group, effective immediately. Mr. Soltys will be responsible for sales of Hitachi LCD projectors and Hitachi Software interactive panels and whiteboards.

Mr. Soltys has been with Hitachi since 2000, advancing from regional sales manager to become national sales manager in October 2002. During his time with Hitachi, Mr. Soltys has contributed significantly to the company's continued position as the leading projector manufacturer in the pro A/V industry, while helping expand sales to Central and South America.

In his new position, Mr. Soltys looks forward to continued success and growth. "Given Hitachi's tremendous success in the past, a main priority of mine is to keep the same business practices intact while continuing to grow our projector and interactive whiteboard businesses," he said. "We have done a terrific job reaching beyond traditional markets while also expanding into new regions. Four years ago, we began efforts to grow Hitachi's business in South America and it's gone extremely well for us. This region offers new opportunities for growth as South America continues to adopt cutting-edge presentation technology."

According to Mr. Soltys, Hitachi's dedication to innovation and providing end-users with the lowest cost of ownership in the industry lies at the heart of the company's success. "Our networking solutions for Hitachi LCD projectors has been a huge selling point across the board, since it allows users to control and manage their investment from a remote location," he said. "Plus, that investment goes farther with Hitachi projectors because of our commitment to customer service, long lamp life, and very little maintenance."

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. For consumer products, please visit www.hitachi.us/tv.

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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 www.hitachi.com

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