

FOR IMMEDIATE RELEASE

Contacts:

Tamara Deschryver
Hitachi America, Ltd.
(619) 591-5413

tamara.deschryver@hal.hitachi.com

Philip Weiss
Griffin Integrated Communications
(212) 481-3456 x23

pweiss@griffinpr.com

Griffin Butler Appointed Hitachi Software's Midwestern Education and Training Consultant

-- Butler Brings 28 Years Of Sales And Marketing Experience To Lead Hitachi Software Sales In The Midwest Region--

CHULA VISTA, California, January 13, 2010 – Hitachi Software Engineering America, Ltd. today announced the appointment of Griffin Butler as Midwestern Educational and Training Consultant. In his new role as education and training consultant, Butler will serve as the primary liaison with educators and customers at various educational institutes throughout the Midwest to introduce Hitachi products and demonstrate how the StarBoard line can satisfy their education and business goals across Indiana, Illinois, Iowa, Kansas, Kentucky, Michigan, Mississippi, Missouri, Minnesota, North Dakota, South Dakota, Nebraska, Ohio and Wisconsin.

Mr. Butler brings a wealth of experience in the education sales markets. Prior to joining Hitachi, he served as an account executive for Pearson Digital Learning, an educational publishing company. Butler also previously served as a sales representative for Thomson Learning, providing customized learning solutions for education, government, and corporate applications.

His primary responsibilities include growing Hitachi's customer base in the Midwest and participating in various sales-related events and trade shows. Mr. Butler will also assist in training for dealers and end users.

"Griffin brings a wealth of sales leadership experience in the education market. We are excited to see the Midwestern region benefit from his enthusiastic approach and commitment to his clients," said Ted Wakabayashi, president of Hitachi Software Engineering.

"Hitachi Software is well known for the quality of products and service they provide," stated Butler. "Through my professional experience, I've become very familiar with Hitachi's innovative and leadership position in the interactive whiteboard market. I look forward to growing the market presence of the StarBoard and all Hitachi Software products throughout the Midwest region and providing our current and future clients with the highest level of service and support."

-more-

ABOUT HITACHI

Hitachi Software Engineering America, Ltd. develops advanced interactive communications tools for education, training and boardroom applications including interactive whiteboards, plasma displays and tablets all powered by the company's category-leading StarBoard software. Go to www.hitachi-soft.com.

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For information on other Hitachi Group companies in the United States, please visit www.hitachi.us.

Hitachi America Ltd., Business Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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.

###