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Hitachi Adds Scott Coffee And Kristin Ford To Sales Team

-- Scott Coffee Joins Hitachi As Southwest Regional Sales Manager, While Kristin Ford Has Been Named Northwest Regional Sales Manager --

CHULA VISTA, Calif., December 29, 2008 — Hitachi Home Electronics (America), Inc., Business Group today strengthened its expert sales force with the appointments of Scott Coffee and Kristin Ford. Mr. Coffee has been appointed Southwest regional sales manager, while Ms. Ford joins Hitachi as Northwest regional sales manager.

Scott Coffee comes to Hitachi with extensive sales experience in the K-12 education market. Since 2006, he has served as western region manager for Renaissance Learning, Inc., where he was responsible for sales and reseller channel management throughout the western region for interactive hardware products. In his new position, he will be responsible for sales of Hitachi 3LCD projectors in the states of Arizona, California, Colorado, Nevada, New Mexico and Utah.

“It’s a thrill to be part of one of the most innovative projector manufacturers in the industry,” said Mr. Coffee. “I’m looking forward to being a part of Hitachi’s continuing growth and significantly contributing to the company’s success in the future.”

An industry veteran, Kristin Ford joins Hitachi from Epson, where she managed a 7-state region, selling computer imaging products, projectors, scanners and printers. Her experience in the education industry will serve her well as Northwest regional sales manager, where she is responsible for Hitachi 3LCD projector sales in Alaska, Hawaii, Idaho, Montana, Oregon, Washington and Wyoming.

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“As projection technology continues to evolve, Hitachi leads the way for a variety of applications,” said Ms. Ford. “I am excited to join a market leader and I share Hitachi’s commitment to innovation, reliability and performance.”

“With the recent introduction of our 3LCD Professional Series, Hitachi is developing projectors that extend beyond our core markets to large-venue applications including staging, live performance venues and large houses of worship,” said Ray Soltys, director of sales, Hitachi Home Electronics (America), Inc., Business Group. “Scott Coffee and Kristin Ford add even more industry experience to our sales team as Hitachi extends to these new applications while growing its market share in education, corporate and house of worship environments.”

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 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 hitachi-soft.com.

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 and consumer products, please visit hitachi-homeelectronics.us.

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 hitachi-america.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 hitachi.com.

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