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Hitachi Software Appoints Alan Sylvia National Sales And Marketing Manager

-- Proven Hitachi Sales Veteran Will Lead Sales Strategy Across All Markets --

CHULA VISTA, California, August 23, 2010 – Hitachi Software Engineering America, Ltd. today appointed Alan Sylvia to the position of National Sales and Marketing Manager. In his new role, Mr. Sylvia will provide key leadership working with Hitachi's Education and Training Consultants to liaison with customers at various education and corporate institutions throughout the country as well as overseeing all marketing efforts for Hitachi Software. He will also be responsible for managing and directing Hitachi's partnership programs with content providers and distributors.

Prior to his appointment, Mr. Sylvia served as an Educational and Training Consultant for Hitachi Software in the northeast and southeast regions playing a critical role in the growth of Hitachi Software sales over the past two years. In this role, he managed regional sales and served as a technical resource, leading training sessions to education and corporate customers that were looking to deploy Hitachi Software's presentation technology.

Mr. Sylvia also previously served in an education and leadership role at Thomson Corporation, a supplier of information solutions for corporate environments. While at Thomson he was a member of the Corporate Technology Council whose mission was to collaborate and implement a corporate wide technology strategy.

"Alan's extensive background as an educational and training consultant for Hitachi and his understanding of the technology and the markets we serve make him the most qualified individual to serve in this role. Alan has been a valuable member of the Hitachi Software team and he understands our dedication and commitment to providing our customer base with the highest level of customer service and support," said Ted Wakabayashi, president of Hitachi Software Engineering.

"Hitachi Software's dedication to developing leading edge presentation technology and a commitment to outstanding support and service is what makes us a leader in the field. I look forward to working with a broader range of customers in the markets we serve and supporting

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them in their efforts to enhance presentation technology in education and corporate environments,” stated Mr. Sylvia.

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 Solutions 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 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit Hitachi's website at www.hitachi.com.

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