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Contacts:

Tamara Deschryver

Travis McGee

Hitachi Home Electronics (America), Inc. Griffin Integrated Communications

619.591.5413

(212) 481-3456 x24

tamara.deschryver@hal.hitachi.com

tmcgee@griffinpr.com

Hitachi Appoints Pat Flaherty To Position Of Midwest Regional Sales Manager

– Mr. Flaherty’s Responsibilities Will Include Generating Sales of Hitachi LCD Projectors to Dealers That Serve Various Markets Throughout The Midwest. –

CHULA VISTA, CALIF., April 29, 2008 — Hitachi Home Electronics (America), Inc., Business Group has appointed Pat Flaherty as Midwest regional sales manager. Mr. Flaherty has been with Hitachi for 23 years, holding numerous sales positions for the company’s consumer electronics division.

Mr. Flaherty’s responsibilities will include generating sales of Hitachi LCD projectors to dealers that serve various markets throughout the Midwest, 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 is a very exciting time to be a part of the pro audio/video industry, as IT/AV convergence is no longer an emerging trend but a reality that can be seen in Hitachi’s innovations in networking and wireless connectivity for its expansive line of LCD projectors,” Mr. Flaherty said. “I am looking forward to being a part of Hitachi’s commitment to providing practical, affordable solutions for presentation environments of all sizes.”

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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. For consumer products, please visit 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.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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.

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