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Hitachi Software Names Marjorie Fox National Sales And Marketing Manager

-- Experienced Education Professional Brings Wealth Of Knowledge In Education, Sales
And Marketing --

CHULA VISTA, California, March 15, 2010 – Hitachi Software Engineering America, Ltd. today announced the appointment of Marjorie Fox to National Sales and Marketing Manager. In her new role, Ms. Fox will work 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.

Before joining Hitachi, Ms. Fox served as Vice President, National Sales for Knowledge Delivery Systems, an online company specializing in professional development for educators. Ms. Fox also previously was the Director, Strategic Partnerships for Kaplan K12 Learning Services, a supplemental curriculum and test preparation company. Prior to embarking on a career in sales and marketing, Ms. Fox spent 11 years as teacher in the New York City school system.

"Marjorie brings a wealth of professional experience and provides a keen understanding of the markets we serve and how our technology can benefit them. We are excited to have Marjorie join our team and begin to interact with our customers as well as create greater brand awareness of the benefits of our interactive presentation solutions," said Ted Wakabayashi, president of Hitachi Software Engineering.

"I know from my experience in the education field that Hitachi produces outstanding presentation solutions, and its leadership in the interactive whiteboard technology is well known. Hitachi's products have always been associated with a high level of innovation, reliability and outstanding customer service, and I look forward to joining the team and furthering Hitachi's position in the education and corporate markets," stated Ms. Fox.

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.

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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) is a leading global technological and industrial company with total revenues of ¥10,000 billion (\$102.0 billion) for the year ended March 31, 2009. Hitachi's business is highly diversified, encompassing operations in the following seven segments: Information & Telecommunication Systems; Electronic Devices; Power & Industrial Systems; Digital Media & Consumer Products; High Functional Materials & Components; Logistics, Services & Others; and Financial Services. For more information on Hitachi, please visit Hitachi's website at www.hitachi.com.

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