

**FOR IMMEDIATE RELEASE**

Contacts:

Tamara Deschryver  
Hitachi America, Ltd.  
(619)591-5413  
[tamara.deschryver@hal.hitachi.com](mailto:tamara.deschryver@hal.hitachi.com)

Travis McGee  
Griffin Integrated Communications  
(212) 481-3456 x24  
[tmcgee@griffinpr.com](mailto:tmcgee@griffinpr.com)

**Hitachi Appoints Andrew Mulazzi And Edgar Jimenez To Newly Established Zone  
Manager Positions**

-- The Appointments Mark Hitachi's Continuing Commitment To Provide Strong Regional  
Focus In Its Sales And Support Efforts --

**CHULA VISTA, California, May 10, 2010** — In an effort to reinforce its dedication to providing the best customer service in the industry, Hitachi America, Ltd., Digital Media Division, Business Solutions Group has appointed Andrew Mulazzi and Edgar Jimenez to the newly created positions of east zone manager and west zone manager, respectively.

Mr. Mulazzi takes on the role of east zone manager and has been with Hitachi for more than 10 years. He joined Hitachi in November 1999 as the national sales manager for the company's Computer Products Division. In 2004, he was appointed business development manager for the Digital Media Division, a position he held until moving to his current role. Mr. Mulazzi holds a Bachelor of Arts degree from the University of California, Santa Cruz.

Mr. Jimenez joins Hitachi with more than 17 years of experience in the audio/video industry. He earned an MBA degree from Pepperdine University in 2000, completed his Masters Degree in Project Management at DeVry University Keller Graduate School of Management in April 2010, and he brings highly refined skills in sales and product management to the company.

-more-

In both positions, each zone manager will oversee Hitachi's regional sales managers within their respective zones and drive projector sales, while also leveraging Hitachi's channel partners. Both zone managers are also responsible for establishing a stronger brand presence within and outside of Hitachi's account dealer base.

"Hitachi's success lies in our ability to identify and quickly respond to the changing demands and requirements in the marketplace, and our establishment of the zone manager positions will provide stronger regional presence as we also focus on developing a wider variety of product offerings for an even more diverse array of applications," said Ray Soltys, Director of Sales, Hitachi America, Ltd., Digital Media Division, Business Solutions Group. "In addition, Andrew and Edgar's collective experience and expertise make them ideally and uniquely suited for the responsibilities of their positions."

## **ABOUT HITACHI**

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](http://www.hitachi-america.us). For information on other Hitachi Group companies in the United States, please visit [www.hitachi.us](http://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](http://www.hitachi.com).

###