

**FOR IMMEDIATE RELEASE**

**Hitachi Signs Sponsorship Agreement With Professional Golfer Ryuji Imada**

Tokyo, July 15, 2008 --- Hitachi, Ltd. (NYSE: HIT / TSE: 6501, "Hitachi") today announced that it has signed a sponsorship agreement with U.S.-based professional golfer Ryuji Imada. Hitachi decided to sponsor Ryuji Imada because it can relate deeply to Ryuji Imada's spirit of challenge; Ryuji Imada went to the U.S. by himself at the age of 14 and has continued to play and find success on the U.S. PGA Tour<sup>(A)</sup> using the first-class golf techniques and mental toughness honed in the U.S. Hitachi will sponsor Mr. Imada for two and a half years, from July 2008 through December 2010, and will conduct promotional activities featuring this golfer during this time. Ryuji Imada will take part in the British Open, which will be held from July 17-20, 2008, and will wear the "Hitachi Inspire the Next" logo on his clothes.

Ryuji Imada began playing golf when he was 7, and in 1990, at the age of 14, moved to the U.S. by himself to hone his golf skills. He turned professional in 1999. Thereafter, he played on the Nationwide Tour, a level below the U.S. PGA Tour for five years, after which he earned his card for the top tour. Ryuji Imada won his first U.S. PGA Tour event at the AT&T Classic<sup>(B)</sup> in May this year. His victory was only the third by a Japanese golfer on the U.S. PGA Tour.

Hitachi is proud to support Ryuji Imada and looks forward to seeing him achieve even more in the future.

### **Comment From Ryuji Imada**

“I’m humbled and honored to be a part of the Hitachi team. I like to consider myself one of the best players in the world and it’s great to align with a group that is of similar stature in their respective industry. It’s a pleasure to be a part of a first-class organization.”

### **Ryuji Imada’s Profile**

Born: October 19, 1976

Birthplace: Japan (Mihara City, Hiroshima Prefecture)

Height: 170cm

Weight: 66kg

Turned Pro: 1999

[www.RyujiGolf.com](http://www.RyujiGolf.com)

### **Best Finishes (2008)**

Buick Invitational: 2<sup>nd</sup>

PODS Championship: Tied for 2<sup>nd</sup>

AT&T Classic: Winner

(A) The U.S. PGA Tour is one of the tours run by The Professional Golfer’s Association of America (PGA).

(B) The AT&T Classic is one of the tournaments on the U.S. PGA Tour.

### **About Hitachi, Ltd.**

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, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

---

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

---