

FOR IMMEDIATE RELEASE

Hitachi Implements Social Contribution Program on Education in Saudi Arabia.

Riyadh, Kingdom of Saudi Arabia, January 30, 2010 --- Hitachi, Ltd. (NYSE:HIT / TSE:6501) today announced that the company is implementing an education related social contribution program in Saudi Arabia called the "Hitachi-Saudi Arabia Educational Program". The program will consist of a one-week visit to Japan this September by six education related Saudis for them to observe classrooms and experience Japan's advanced educational system, as well as following-up upon their return home. Through this program, Hitachi hopes to contribute to the enhancement of education in Saudi Arabia.

This program is a part of the integration and global promotion of our social contribution and CSR activities during 2010, the 100th anniversary of Hitachi's foundation .

With its rich oil and gas resources, Saudi Arabia has been growing steadily in spite of the world economic crisis of 2008. At the same time, the Saudi population has increased as well as its percentage of young people. The result has been urgent calls for social infrastructure to support such population growth, and nationwide measures to strengthen the education system are being put in place. Based on Hitachi's experience of social contribution programs such as the Hitachi International School Teachers Exchange Program (HISTEP), an exchange program for teachers in Japan, the U.S. and Europe, Hitachi is now implementing this new "Hitachi-Saudi Arabia Educational Program".

■Outline of "Hitachi-Saudi Arabia Educational Program"

Under the program, six teachers and other education related people from Saudi Arabia will be invited to stay in Japan for about one week in September this year. The participants will be introduced to the unique class curriculums, school management methods, and leading-edge maths and science and international education taught at Ritsumeikan University's junior high school and high school as well as other public and private schools. Hitachi will continue to support the

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participants after their return to Saudi Arabia through following-up that will provide them with a chance to learn more about Japan's education related policies, teacher training and educational system.

In October 2009, Hitachi established a Riyadh branch as its Saudi Arabian base, and was the only Japanese company to take part in the International Exhibition for Higher Education held from January 26 to 29, 2010 in Riyadh. "Hitachi Future Classroom", which demonstrated advanced ICT* equipment such as electronic boards and digital pens, was very well received at the exhibition.

Saudi Arabia is also planning a variety of educational projects in future such as public school reform projects, and Hitachi will contribute to the enhancement of Saudi education through the proposal of educational solutions utilizing its social action programs and advanced ICT equipment.

Note* : Information and Communication Technology

About Hitachi, Ltd

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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.
