

FOR IMMEDIATE RELEASE

**Hitachi to Implement Educational Seminar "Japan's Experience as a Benchmark"
at Riyadh, Saudi Arabia**

Riyadh, Kingdom of Saudi Arabia, February 20, 2010 --- Hitachi, Ltd. (NYSE:HIT / TSE:6501) today announced that the company will implement an educational seminar "Japan's Experience as a Benchmark" in Saudi Arabia. In this seminar, education related people from Saudi Arabia will be invited to Riyadh on February 22. Japanese education experts will introduce the present condition of education in Japan, including problems and those solution by keynote speeches and around table talk.

As the Saudi population and its ratio of young people increase, nationwide measures to strengthen the education system are being put in place. The aim of this seminar is to contribute to such measures.

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

■Outline of Educational Seminar "Japan's Experience as a Benchmark"

In this seminar, education related people from schools, universities, educational organizations and government agencies will be invited to Radisson Blu Hotel in Riyadh to hear keynote speeches and around table talk given by Japanese experts .

Specifically, the example of Japan's post war education, including how Japan adopted western scientific technology and thinking into its conventional culture, will be introduced. The contribution such education has made to Japan's high economic growth and reconstruction will also be mentioned.

Hitachi aims to contribute to the enhancement of Saudi education through this seminar and the "Hitachi-Saudi Arabia Educational Program".

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. The "Hitachi Future Classroom", which demonstrated advanced ICT* equipment such as electronic boards and digital pens, was very well received at the exhibition.

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100th ANNIVERSARY
Celebrating 100 years of the Hitachi Group

Also, in September this year, Hitachi will implement a social contribution program in Saudi Arabia called the "Hitachi-Saudi Arabia Educational Program". Six teachers and other education related people from Saudi Arabia will be invited to stay in Japan for about one week, during which time they will be introduced to the unique class curriculums. Hitachi will continue to follow up and support the participants after their return to Saudi Arabia.

Saudi Arabia is also planning a variety of educational projects for the future such as public school reform, and Hitachi hopes to contribute to the enhancement of Saudi education through the proposal of educational solutions utilizing its social contribution 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.
