

FOR IMMEDIATE RELEASE

**Hitachi to Host “Hitachi uVALUE Convention 2010” as Part of 100<sup>th</sup>  
Anniversary Celebration**

**Tokyo, Japan, June 1, 2010** - Hitachi, Ltd. (NYSE:HIT/TSE:6501, “Hitachi”) today announced that it will hold the “Hitachi uVALUE Convention 2010” at the Tokyo International Forum in Chiyoda Ward, Tokyo, over two days—July 22 (Thursday) and 23 (Friday)—in celebration of the Company’s 100<sup>th</sup> anniversary.

A celebration of Hitachi’s centenary, the “Hitachi uVALUE Convention 2010” is based on the theme of “Dependable Technologies for the Next 100 Years: Accelerating Innovation of Society and Business Through Collaborative Creation.” The convention will feature lectures, seminars and exhibitions looking back on Hitachi’s journey to date and at its new initiatives for the next 100 years. Hitachi has held this event, including its predecessor IT conventions, since 1999. Fittingly for a 100<sup>th</sup> anniversary event, however, this year’s convention is expected to attract the largest number of visitors ever.

The keynote speech will be delivered by Hiroaki Nakanishi, President of Hitachi, Ltd. Mr. Nakanishi’s speech is titled “The Hitachi Group and Social Innovation” and will introduce initiatives the Hitachi Group is taking to accelerate social and business innovation around the globe. The convention will also feature an anniversary speech and discussion by two distinguished guest presenters: Harvard University Professor Amartya Sen, a past recipient of the Nobel Prize in Economics, and Sadako Ogata, President of Japan International Cooperation Agency (JICA). The title is “Mission for the Next 100 Years: Humanity, Global Economy and Japan” Hitachi has also invited respected experts from various circles to participate in panel discussions on “Ubiquitous Services in the Cloud Computing Age,” and “Advancing and Globalizing Social Infrastructure.”

At the exhibition venue, Hitachi will showcase safe, reliable, comfortable and convenient services and solutions for homes, stations and other settings based on the theme “Making Cities Smarter Through Social Innovation.” In addition, Hitachi will

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exhibit smart grids, cloud computing and other innovations that will support its ambition. Moreover, as a celebration of its 100<sup>th</sup> anniversary, Hitachi will showcase a proud history of manufacturing that has opened up new eras through technology. Displays will include Hitachi's founding product, a five-horsepower induction motor, as well as some of the cutting-edge technologies Hitachi is researching to help create a vibrant and rich society over the next 100 years.

The seminar venue will host a total of 93 seminars and panel discussions on topical themes such as social innovation, cloud computing, and the environment and green IT.

Inside the same facility, Hitachi will also simultaneously stage the "Hitachi Technology Forum 2010," a symposium based on the theme of "The Role of Technology Over the Next Century." Again, Hitachi has invited preeminent figures from various industries to participate in this symposium.

Hitachi is also sponsoring "Innovation Summit 2010," which is being hosted by Nikkei Business in parallel to this convention.

**Official Site of "Hitachi uVALUE Convention 2010"**

<http://hitachi-uvcon.com>

(Japanese only)

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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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.

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