



**FOR IMMEDIATE RELEASE**

**Hitachi Consulting Acquires Madrid-based Aptivo Consulting**  
*Strategic Acquisition Further Strengthens Hitachi Consulting's  
Worldwide Technology Solutions Business and Expands Global Footprint*

**DALLAS**, Jan. 11, 2011 – Hitachi Consulting, a recognized leader in delivering proven business and IT strategies and solutions, announced today it has acquired Aptivo Consulting, S.A., an experienced provider of consulting services to the financial (banking and insurance), public sector and telecommunications industries. The acquisition will expand Hitachi Consulting's global footprint and increase its ability to offer technology solutions worldwide.

Based in Madrid, Aptivo Consulting specializes in providing its clients with high-value IT advisory services, business intelligence, benchmarking and analytics, CRM and custom web development solutions. Aptivo Consulting's client list includes financial institutions, along with public sector and telecom companies in Spain.

This acquisition follows Hitachi Consulting's large-scale acquisition of Sierra Atlantic, a leader in off-shore enterprise applications and outsourced product development with approximately 2400 employees worldwide.

"Hitachi Consulting remains committed to pursuing very strategic acquisitions that will allow us to continue to expand our global business," said Phil Parr, President and CEO of Hitachi Consulting. "The Aptivo acquisition aligns clearly with this strategy and brings us another step closer to our ultimate goal of offering complete end-to-end services – where we can design, build, run and maintain best-in-class solutions for our clients in every global market that we serve."

“This acquisition enables us to quickly build out our technology solutions capabilities and immediately doubles our resources in Spain and Portugal,” said Ismael Fernandez de la Mata, Managing Vice President for Hitachi Consulting Iberia (Spain and Portugal). “Aptivo brings deep industry knowledge and solid customer relationships that can be leveraged to offer more complete management consulting and technology solutions, with plans to add managed services in the near term.”

According to David Verdugo-Diaz, CEO of Aptivo Consulting, “We are pleased to join forces with Hitachi Consulting and to draw on our collective strengths to deliver a broader scale of capabilities to our existing clients and to better position us to meet their global needs.”

Executives from both companies will continue to have significant leadership roles in the newly combined organization. David Verdugo-Diaz will remain on board reporting directly to Fernandez de la Mata.

Established in March 2006, Hitachi Consulting Iberia has offices in Madrid, Lisbon and Barcelona.

###

**About Hitachi Consulting Corporation**

**Building the Market Responsive Company®**

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the United States, Europe and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement.

For more information, call 1.877.664.0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com).

**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>.

---

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.

---