

Hitachi and Cegedim announce Strategic Partnership for CRM offerings in Life Sciences industry

Singapore, July 19, 2011 –Hitachi, Ltd. ("Hitachi") and Cegedim Asia Pacific Pte.Ltd. ("Cegedim") today announced their strategic partnership agreement for CRM (Customer Relation management Solution) in Life Sciences (*) industry.

As a result of the alliance, both companies will bring state of the art solutions and services to the Life Sciences industry based on Cegedim's proven technology.

Hitachi and Cegedim will provide the packaged CRM solution "Mobile Intelligence" in Japan and other key global regions.

The Life Sciences industry is facing various challenges, such as the introduction of new Blockbuster drugs, global industry restructuring and healthcare system changes.

There is also pressure for Sales and Marketing teams to operate efficiently and productively. From this perspective, we are required to provide cost effective services with a ready-to-use system.

To meet customer needs, Hitachi and Cegedim are willing to combine their strengths so that both may generate additional business opportunities and better serve their customers and prospects with the Innovative Life Sciences CRM - "Mobile Intelligence".

Their customers will be able to adapt state-of-the-art CRM system in a short period based on the foundation and experience of its proven technology and consistent dedication to advancing industry thought-leadership.

Hitachi a best solutions partner, has been offering Consulting Services and System implementation of various IT solutions such as R&D/Manufacturing Systems, ERP Systems to pharmaceutical industries. Under the agreement, Hitachi has added "Mobile Intelligence" to their Pharmaceutical industry service menu and continues to enhance the solution in the business operation support area.

Cegedim, the world's No.1 Life Sciences Customer Relationship Management (CRM) provider, will ensure their customer's total satisfaction as the first goal of the partnership.

Both companies will continue to bring state-of-the-art solutions and services to Life Sciences organizations based on the foundation and experience of their proven technology and consistent dedication to advancing industry thought-leadership.

* Life Science : Pharmaceutical Industry, Medical Care, Medical Device, Testing Equipments, Diagnostic Products, Medical Sciences, Biosciences,

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 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 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>

About Cegedim Asia Pacific Pte.Ltd.

Cegedim Asia Pacific Pte.Ltd. a part of the France-based Cegedim S.A. Group established in 2007 as a Asia-Pacific region head quarters in Singapore for CRM and Strategic Data business expansion in the area. Cegedim Asia Pacific Pte.Ltd. aims to accelerate global strategies and support interaction between Asia-Pacific customers in the region.

About Cegedim Relationship Management

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: www.cegedim.com/rm Japanese site <http://crm.cegedim.jp>

About Cegedim::

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

Contacts:

Ai AMANO
Cegedim K.K.
Marketing, Commercial Division

Tel.: +81 (3) 3270 1211
Jpn.marketing@cegedim.com

Sylvie DELANGLE
Cegedim
Media Relations

Tel.: +33 (0)1 49 09 68 81
sylvie.delangle@cegedim.com

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