

Hitachi Consulting Acquires Leading Environmental Sustainability Consulting Firm PRIZIM Inc.

Strategic Acquisition Strengthens Hitachi Consulting's Environmental Sustainability Capabilities and Positions the Company for Growth in Public Sector and Key Commercial Industries

DALLAS — April 17, 2012 — Hitachi Consulting, a leading provider of [IT consulting](#) and [management consulting](#) solutions and services, today announced it has acquired [PRIZIM Inc.](#), an award-winning management consulting firm dedicated to sustainability audit, consulting, training and managed service solutions. The acquisition will strengthen Hitachi Consulting's sustainability offerings, and better position the company for growth in the [Public Sector](#) along with other key industries including Communications, Media & Entertainment, Consumer Products, High Technology, Energy and Manufacturing. This move will strengthen consulting capabilities that share common goals with Hitachi Ltd.'s Social Innovation Business strategy and Smart Cities initiative.

"This acquisition is an important building block in our quest to strengthen our management consulting business with high value solutions and services," said Phil Parr, President and CEO of Hitachi Consulting. "PRIZIM's industry-leading services and high level of sustainability expertise is a great complement to our existing Environmental Sustainability Solutions. As we combine these attributes with our deep industry knowledge and strong enterprise application technology capabilities, we can look forward to expanding and deepening our client engagements."

"We are seeing an exciting trend where more companies are recognizing that sustainability can be a business driver to increased revenue, improved operating margins and recurring cost savings," said Todd Price, Senior Vice President of Hitachi Consulting's Environmental Sustainability Solutions practice. "Our Environmental Sustainability practice has already gained momentum and industry recognition. Now with the addition of PRIZIM's capabilities, intellectual property and the outstanding pedigree of the team, Hitachi Consulting can rapidly meet our client's growing demand for sustainability services."

“The acquisition of PRIZIM is an important step in the execution of our strategy for serving the Public Sector,” said John Bush, Senior Vice President of Hitachi Consulting’s U.S. Public Sector practice. “Both federal civilian and defense agencies are making sustainability an essential component of their mission and operations. PRIZIM’s federal government experience, combined with Hitachi Group’s solutions for energy, water and infrastructure, provides outstanding value for the government’s sustainability agenda.”

Headquartered in Maryland, PRIZIM is a professional services firm specializing in sustainability with approximately 45 employees. The company helps organizations seeking superior sustainability performance with a wide range of services including environmental assessment and auditing; strategy, scientific, and technical consulting services; training and facilitation; and outsourced support. PRIZIM’s clients include companies in the private sector; federal, state, and local government agencies; hospitals and universities; nonprofit organizations; and foreign governments and businesses.

“Because our companies share similar values along with a steadfast commitment to providing high-quality, personalized client service, I am confident that our employees will thrive in Hitachi Consulting,” said Frank Priznar, Founder and CEO of PRIZIM Inc., and who has now become a Hitachi Consulting Senior Vice President and Senior Sustainability Executive. “We remain client focused and are excited to continue our important mission of offering highly-focused sustainability consulting services to our clients. Sustainability issues are often global issues and now with the additional deep data and information systems capabilities of Hitachi Consulting combined with the unique Social Innovation Business infrastructure solutions of Hitachi Ltd., we have a global platform to more effectively deliver client solutions.”

PRIZIM has received [numerous awards](#) for outstanding performance, integrity, leadership, and employee welfare, and its staff are widely recognized sustainability experts and thought leaders. PRIZIM operations are ISO 14001 certified.

About Hitachi Consulting Corporation

As Hitachi, Ltd.’s global consulting company, with operations throughout North America, Europe, the Middle East 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.

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>.

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