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Contacts:

Tamara Deschryver

Heath Fradkoff

Hitachi America, Ltd.

Griffin Public Relations & Marketing

(619) 591-5413

(212) 481-3456 x23

tamara.deschryver@hal.hitachi.com hfradkoff@griffinpr.com

**ALAN SYLVIA NAMED AS HITACHI SOFTWARE NORTHEASTERN REGION
EDUCATION & TRAINING CONSULTANT**

-- Alan Sylvia brings over 15 years of education industry experience to Hitachi Software as he spearheads sales in the Northeast --

SAN DIEGO, CALIFORNIA, January 28, 2008 — Hitachi Software Engineering America, Ltd. today announced the appointment of Alan Sylvia as the company's new Education and Training Consultant for the Northeast. In this role Sylvia will manage regional sales for Hitachi Software, providing StarBoard interactive presentation products to Educational institutions across Connecticut, Delaware, Washington D.C., Kentucky, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, and West Virginia. Sylvia will be a resource for customers in those states, providing support and information while guiding them toward the best Hitachi products to meet their organizations' individual challenges.

Sylvia has driven technology sales in the education market for more than 15 years. Prior to joining Hitachi, he managed accounts for leading educational technology companies such as Thomson Corporation, Copley Systems, and Integrated Technologies. He'll focus his talents on serving the education community with Hitachi's advanced Starboard offerings.

In his new role as Education and Training Consultant, Sylvia will communicate with educators and customers at various educational institutes to introduce Hitachi products and demonstrate how the Starboard line can satisfy their education and business goals. He will be responsible for growing Hitachi's customer base within his territory while leading training sessions and attending sales-related events and trade shows.

“We’re very pleased to have Alan spearheading our sales efforts in the Northeast,” said Ted Wakabayashi, President of Hitachi Software Engineering. “His years of service in the education market position him well to present StarBoard interactive products as must-have tools for educators.”

“Hitachi Software offers some of the most revolutionary learning tools available and I’m excited to be a part of the team behind such great innovation,” added Sylvia. “Hitachi’s StarBoard products are synonymous with ingenuity and reliability throughout the industry, and I look forward to helping carry on that tradition with our customers in the Northeast.”

About Hitachi

Hitachi America, Ltd., Ubiquitous Platform Systems Division, produces and markets a wide variety of digital products for business and consumers. The division's Consumer Group markets high-definition plasma televisions and monitors and flat panel HDTVs and Blu-ray and DVD camcorders. The division's Business Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

Hitachi Software Engineering America, Ltd. develops advanced interactive communications tools for education, training and boardroom applications including interactive whiteboards, plasma displays and tablets all powered by the company's category-leading StarBoard software.

Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi's product categories. For consumer products, please visit www.hitachi.us/tv. For business products, please visit www.hitachi.us/digitalmedia. For more information about electronic whiteboards and Starboard software, please visit Hitachi Software at www.hitachi-soft.com.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America. For more information, visit www.hitachi.us.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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 and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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