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**MOLLY MONTOYA NAMED AS HITACHI SOFTWARE'S WESTERN REGION  
EDUCATION & TRAINING CONSULTANT**

-- Molly Montoya brings over 9 years of education industry experience to Hitachi Software as she spearheads sales in the Western Region --

**SAN DIEGO, CALIFORNIA**, January 28, 2008 — Hitachi Software Engineering America, Ltd. today announced the appointment of Molly Montoya as the company's new Education and Training Consultant for the Western region. Montoya will manage regional sales for Hitachi Software, providing StarBoard interactive presentation products to Educational institutions across states including California, Oregon, and Washington. Montoya 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.

Montoya is uniquely suited for her sales role in the education market. Not only does she hold nine years' domestic and international account management experience with the Boxlight Corporation, but she was also formerly a primary school teacher in Mexico City. Her background in education helps her understand the issues faced by teachers and school administrators, and will enable her to effectively outline the benefits of Hitachi Starboard Software products for prospective clients. Moreover, her fluency in both English and Spanish will help her work with contacts in the Western United States, where many educators are faced with the challenge of teaching bilingual students.

In her new role as Education and Training Consultant, Montoya will approach various educational institutes and introduce Hitachi products, demonstrating how the Starboard line

may help them meet educational goals. She will be responsible for leading training sessions and attending sales-related events and trade shows; through which she will grow Hitachi's customer base within her territory.

"We're very pleased to have Molly spearheading our sales efforts in the western United States," said Ted Wakabayashi, President of Hitachi Software Engineering. "Her years of experience—both as a sales manager and as an educator—make her ideally suited to introduce StarBoard interactive products to advanced schools and learning institutions."

"As a former educator and someone who cares deeply about innovation in learning tools, I'm excited to be a part of the Hitachi Software team," added Montoya. "I look forward to helping reinforce Hitachi's StarBoard reputation for ingenuity and reliability throughout the industry."

### **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](http://www.hitachi.us/tv). For business products, please visit [www.hitachi.us/digitalmedia](http://www.hitachi.us/digitalmedia). For more information about electronic whiteboards and Starboard software, please visit Hitachi

Software at [www.hitachi-soft.com](http://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](http://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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