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**TONY GALVIN NAMED AS HITACHI SOFTWARE'S MIDWESTERN REGION
EDUCATION & TRAINING CONSULTANT**

-- Tony Galvin brings 14 years of education industry experience to Hitachi Software as he spearheads sales in the Midwestern region. --

SAN DIEGO, CALIFORNIA, January 28, 2008 — Hitachi Software Engineering America, Ltd. today announced the appointment of Tony Galvin as the company's new Education and Training Consultant for the Midwestern region. Galvin will maintain an active sales presence for Hitachi Software StarBoard interactive presentation products across Indiana, Illinois, Iowa, Kansas, Mississippi, Minnesota, Montana, North Dakota, South Dakota, Nebraska, and Wisconsin. For customers in those states, Galvin will be a valuable resource; guiding them toward the Hitachi products that will best fit their educational and business needs.

Galvin is a sales veteran with an extensive background in the education market. For more than 14 years, Galvin has managed accounts and driven sales for organizations such as Harcourt Achieve, Scientific Learning, and EMC/Paradigm. With Hitachi Software, he'll focus his talents on serving the Educational community with Hitachi's advanced Starboard offerings.

As Education and Training Consultant, Galvin will be responsible for growing Hitachi's customer base within his territory. He'll communicate with educators and other customers at various educational institutes to introduce Hitachi products and demonstrate how the Starboard line can satisfy their organizations' goals. Galvin will nurture current and future relationships, provide training for dealers and end users, and attend customer events and trade shows.

“With Tony’s extensive experience in the education market, he’s uniquely suited to manage our growing client base in the Midwestern region,” said Ted Wakabayashi, President of Hitachi Software Engineering. “We’re very pleased to have Tony as part of the team; helping to offer our valued customers the best in service, experience and StarBoard interactive presentation product support.”

“I’m very excited to join the Hitachi Software team and to help grow this dynamic company,” added Galvin. “I look forward to bringing our Midwestern contacts the valued support and innovation they have come to expect from Hitachi’s StarBoard product line.”

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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