

FOR IMMEDIATE RELEASE

Contacts:

Tamara Deschryver
Hitachi Home Electronics (America) Inc.
(619) 591-5413
tamara.deschryver@hal.hitachi.com

Philip Weiss
Griffin Integrated Communications
(212) 481-3456 x23
pweiss@griffinpr.com

Hitachi StarBoards Expand Curriculum Tools and Educational Content Through RM Easiteach Partnership

-- Hitachi integrates its FXDUO interactive whiteboard with RM Easiteach's educational content and curriculum toolbars --

CHULA VISTA, Calif., February 3, 2009 – Hitachi Software Engineering America, Ltd. today announced a partnership with RM Education in an effort to offer curriculum tools and educational content for its StarBoard FXDUO interactive whiteboards.

RM Easiteach software is now included with the purchase of any Hitachi FXDUO whiteboard at no additional cost. The purpose of this combination is to expand Hitachi's existing library of educator resources with RM Easiteach's signature toolbars for math, language arts, science and social studies. The toolbars are designed by education experts to present familiar teaching concepts through the touch interaction provided by the StarBoard FXDUO interactive whiteboard.

"I am delighted to announce a partnership between RM Education and Hitachi Software. Hitachi is driving enhancements in whiteboards that reflect the way our digital natives learn through the introduction of the Starboard FXDUO. By incorporating RM Easiteach with Hitachi StarBoards means that schools will see the value of the technology faster through curriculum driven toolbars that maximize interactivity," stated Kevin Pawsey, International Managing Director for RM Education.

RM Easiteach is rapidly becoming the most popular interactive whiteboard curriculum solution, with a 150,000 plus user base, and an online resource community that also allows non-RM Easiteach users to download and share lessons on the RM Education website. This represents a similar value and vision that Hitachi Software supports with their StarBoard resource center. The company's valued teacher acceptance and extensive participation in the education community are the key drivers for Hitachi Software's decision to partner with RM Education.

"This partnership is the result of listening to feedback from our customers, and our commitment to enhance the learning experience with Hitachi interactive whiteboards," stated Ray Soltys, Director of Sales for Hitachi Software.

-more-

The official kick-off for the FXDUO and RM Easiteach partnership will occur at the TCEA show in Austin, TX. For more information on this partnership and to view live demonstrations please visit the Troxell Communications booth.

ABOUT HITACHI

Hitachi Home Electronics (America), Inc., Business Group, subsidiary of Hitachi America, Ltd., markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

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 and business products, visit hitachi-homeelectronics.us

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. Go to hitachi-soft.com.

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

Hitachi, Ltd., (NYSE: HIT / TSE: 6501) headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.2 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 hitachi.com.

ABOUT RM EDUCATION

Founded in 1973, the RM Group is a leading provider of educational products and services to schools, colleges and universities, local government and central government education departments and agencies. RM works closely with educationalists to create new products, processes and technology which improve teaching and learning. RM currently ships more than 4,000 IT-based curriculum products, but is also a significant educational services provider to a growing number of districts.

Worldwide, RM employs more than 2,000 staff and in the most recent financial year, Group turnover exceeded \$550 million. Recent milestones for the Company include four prestigious awards at the internationally renowned BETT Conference, including awards for the flagship US products RM Math Framework Edition, RM Podium and RM Easiteach. RM is listed on the main market of the London Stock Exchange under the symbol RM.L, ISIN GB0002870417.