

FOR IMMEDIATE RELEASE

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Robert Gregg Named Hitachi Software's Northeast Region Education and Training Consultant

-- Gregg brings over a decade of education industry experience, leading sales in the Northeast Region --

CHULA VISTA, Calif., March 17, 2009 – Hitachi Software Engineering America, Ltd. today announced the appointment of Robert Gregg as Northeast Region Education and Training Consultant. In his new role, Mr. Gregg will serve as the primary liaison with educators and customers at various educational institutions throughout the Northeast. He will introduce Hitachi products and demonstrate how the StarBoard line can meet the educational and business needs across Connecticut, Delaware, Washington D.C., Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and West Virginia.

Mr. Gregg brings a wealth of experience in the educational sales market. Prior to joining Hitachi, he served as the national K-12 field representative manager for Turning Technologies LLC, which develops interactive response systems utilizing available software and hardware tools for educational environments. Additionally, Mr. Gregg previously served as a product manager for Star Tech Inc., a technology solutions company, specializing in technology sales for the K-12 and higher education markets.

His primary responsibilities will include growing Hitachi's customer base in the Northeast while leading training sessions and actively participating in sales-related events and trade shows. Mr. Gregg will also develop current and future relationships, and assist in training for dealers and end users.

"Robert is a seasoned sales professional in the educational market and is a welcome addition to the Hitachi family. We are thrilled to have him as part of the team and supporting and growing Hitachi's Northeast region," said Ted Wakabayashi, President of Hitachi Software Engineering. "Robert will be an asset as Hitachi strives to provide our clients with optimal service and knowledge."

"As a veteran in the educational technology field, I am familiar with the quality products Hitachi Software produces and I am well aware of their reputation as a leader in the interactive whiteboard field," stated Mr. Gregg. "I'm excited to join Hitachi Software and help grow our

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market presence, while bringing our Northeast clients the highest level of support and service they expect.”

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 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 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.

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