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Hitachi Named Best Asian Investor in Europe

-- Panel of experts from World Investment Conference recognise commitment to European investment and job creation --



London, June 26, 2012 - Hitachi Europe Ltd. today announced that it has been awarded the title of Best Asian Investor in Europe at the World Investment Conference (WIC) in La Baule, France.

The prestigious European Investment Award recognises the high level and diverse nature of the investments Hitachi has made throughout Europe in the last ten years, and the significant number of jobs created by the company across the continent.

The European World Investment Conference, now in its 10th year, gathers hundreds of business leaders and policy-makers from around the world to discuss foreign investment in Europe and how to improve economic growth. Each year the conference gives the European Investment Award to outstanding global companies that have significantly invested in Europe.

Hitachi was nominated for the award by accountancy firm Ernst & Young and online

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finance publication IPAWorld, and selected by a judging panel composed of the President of the WIC, Clara Gaymard and the WIC Steering Committee.

Akira Shimizu, Managing Director, Hitachi Europe, said: "Hitachi is honoured to receive this award, which acknowledges our commitment to investing in Europe. Our European businesses in sectors such as transport, power and IT continue to expand thanks to the dedication, skills and creativity of our employees not just at our manufacturing sites, but also at our European R&D and design centres. Europe is key to our global strategy as we aim to expand "Social Innovation Business" in Europe and go on localize our business"

Jean Bernard Guerrée, Chief Executive of World Investment Conferences, said: "Europe finds itself at a crossroads today. On the occasion of the special 10th anniversary of the World Investment Conference Europe, we have chosen to honour three businesses that have made outstanding contributions to economic development in Europe over the last ten years through their direct investments."

Hitachi received the European Investment Award alongside Airbus for Europe and 3M for North America.

About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 12 countries across Europe, the Middle East and Africa and employs approximately 626 people.

Hitachi Europe comprises of eight business areas: rail systems; power and industrial systems; information systems; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing. Hitachi Europe also has three Research and Development laboratories and a design centre. For more information about the company, please visit <http://www.hitachi.eu>.

About Hitachi, Ltd.

Hitachi, Ltd., (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi will focus more than ever on the Social Innovation Business, which

includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About World Investment Conferences

Under the Presidency of Clara Gaymard, GE International and President and CEO of GE France, the 10th World Investment Conference Europe is bringing together around 500 international economic and political decision-makers between 20th and 22nd June in La Baule, France. Entitled “Renewing Growth”, the conference seeks to learn lessons from the past decade and analyse the challenges and opportunities facing Europe in the context of a world in upheaval and an unprecedented competitive situation.

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