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HITACHI EUROPE AND GREEN DATA SYSTEMS TO OPEN HIGHLY ENERGY EFFICIENT DATA CENTRE IN THE NETHERLANDS

AMSTERDAM and LONDON, September 3, 2010 – Hitachi Europe Ltd. (hereinafter called Hitachi), and GREEN DATA SYSTEMS (hereinafter called GDS) announce the opening of a highly energy efficient data centre in Deventer, The Netherlands. This is a result of a strategic partnership between Hitachi and GDS for the collaboration and deployment of highly energy efficient data centres.

The data centre will be opened on September 23, 2010. During the day customers will have the opportunity to experience Hitachi's technologies for energy efficient data centres.

GDS, one of the investors in the ECO2DC initiative, is planning to develop the most energy efficient data centre in Europe, based in The Netherlands. Hitachi's modular type data centres are thought to be an effective solution for energy efficiency. GDS and Hitachi entered a partnership earlier this year to initiate further development in this field.

In 2007, the Hitachi Group launched its energy efficient data centre project, which was driven by the increasing demand for IT equipment and facilities in data centres and the need to lower the environmental impact of this technology.

Hitachi later developed a modular data centre solution, which has been available in Japan since January 2009. The solution optimises the configuration of the cooling units to obtain the highest level of power efficiency in a high-density arranged data centre. This enables data centre operators to boost the utilisation of space to the highest potential, while reducing CO2 emissions considerably.

GDS pursues energy efficiency in data centres and provides customers with optimal data centre capacity, cooling, managed services, SAN, security, server, software and data storage technology as well as services for green data centres and resellers in European countries such as Belgium, Germany and The Netherlands. ECO2DC is a leading data centre services provider aiming to build and operate the most energy efficient data centre in Europe.

Wessel Graatsma, CEO of Green Data Systems, said: "We are very enthusiastic about the opening of this unique and highly energy efficient data centre. We believe Hitachi's cooling technology and operating

know-how for data centres contribute to our green data centre business. It has potential to increase energy efficiency, which is a key requirement for our customers.”

Akira Shimizu, Managing Director of Hitachi Europe Ltd., said: “We are very pleased with the opening of the facility and the strategic partnership with Green Data Systems. GDS is one of our excellent distributors in the EMEA region and the contribution to reducing environmental impact is remarkable. As part of this partnership, we will contribute to society by decreasing our customers' ecological footprint. Further progress in our data centre technology will enable the expansion of Hitachi's modular data centre business in Europe.”

Hitachi's cooling system, which is based on the modular data centre, is housed in Deventer, The Netherlands. Hitachi will obtain operating data from the data centre for research purposes to further improve energy efficiency. The site will also be a showcase of Hitachi's technologies for energy efficient data centres to customers throughout Continental Europe.

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About Hitachi Europe Ltd.

Hitachi Europe Ltd., is a wholly owned subsidiary of Hitachi, Ltd., Japan. Headquartered in Maidenhead, UK, it has operations in 11 countries across Europe, the Middle East and Africa and employs approximately 460 people.

Hitachi Europe comprises of nine business areas: air conditioning and refrigeration systems; digital media and consumer products; display products; industrial components and equipment; manufacturing systems; information systems; power and industrial systems; power devices 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., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 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>.