

Hitachi Maxell Announces a New President and Chief Executive Officer

Tokyo, January 27, 2011—Hitachi Maxell, Ltd. today announced that a new President and Chief Executive Officer will be appointed.

1. New President and Chief Executive Officer

New Position	Name	Current Position
President and Chief Executive Officer	Yoshihiro Senzai	Representative Executive Officer and Senior Executive Managing Director

(1) Reason

This change will be implemented to further expedite decision-making processes and improve revenues in the Company's foundation businesses—functional materials, optical components, information media, and the brand business—following the transfer of battery operations to a newly established company.

(2) Effective date

April 1, 2011

(3) Biography of New President and Chief Executive Officer

Name: **Yoshihiro Senzai**

Date of Birth: April 2, 1948

Business Experience:

April, 1971	Joined Hitachi Maxell, Ltd.
June, 1999	Appointed Director of Hitachi Maxell, Ltd.
June, 2003	Appointed Vice President and Executive Officer of Hitachi Maxell, Ltd.
April, 2006	Appointed Senior Vice President and Executive Officer of Hitachi Maxell, Ltd.
June, 2006	Appointed Director of Hitachi Maxell, Ltd.
April, 2008	Appointed Representative Executive Officer of Hitachi Maxell, Ltd.
July, 2009	Appointed Representative Director of Maxell Finetech Ltd. (Current)
June, 2010	Retired from position as Representative Executive Officer and Senior Vice President and Executive Officer of Hitachi Maxell, Ltd. Appointed Representative Executive Officer and Senior Executive Managing Director of Hitachi Maxell, Ltd. (Current)

[Reference] Retiring Executive Officer (Positions as of March 31, 2011 are in parentheses)

Yoshito Tsunoda

(President and Chief Executive Officer of Hitachi Maxell, Ltd.; Senior Vice President and Executive Officer, President and Chief Executive Officer of Battery Systems Company and General Manager of Motor Power System Division, of Hitachi, Ltd.)

Note: Tsunoda will retire from the position as Executive Officer of Hitachi Maxell, Ltd. at the expiration of the term on March 31, 2011.