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Hitachi Launches New Brand Campaign in UK

-- Across nine London railway stations including St Pancras and King's Cross from
23rd July to 19th August --



London, July 23, 2012 - Hitachi Europe Ltd. today announced that its new brand campaign has launched in the UK. The campaign, which focuses on Hitachi's Social Innovation Business products of construction machinery, data storage and rail, will appear on digital boards, developed by McCann Birmingham using transvision technology, across nine London railway stations from 23rd July to 19th August.

Stations such as St Pancras and King's Cross, which will function as gateways to the Olympic Stadium, will play host to the new adverts.

Hans Daems, Public Affairs Officer at Hitachi Europe said: "Hitachi's Social Innovation Business continues to be the centre of our campaign. The aim is to raise awareness of these areas of Hitachi's business, while showcasing our customer focus at a prominent time in a prominent location. With the increase in visitors to London throughout July and August, the campaign will enable Hitachi to reach an international

audience, largely consisting of those from corporate, government and procurement fields.”

Evident through the campaign and its creative executions is Hitachi’s expertise and support for its Social Innovation Business, which provides solutions to create ‘win win’ situations to enable Hitachi’s customers and the wider society to meet their own goals for sustainable growth.

About Hitachi Europe Ltd.

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power and industrial system; rail system; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. And Hitachi Europe also has three Research and Development laboratories and a design centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, 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 is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development 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>.

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