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Hitachi Sponsors International Tennis Tournament “Kremlin Cup 2012 by Bank of Moscow”

Moscow, Russia and London, UK, October 11, 2012 - Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE:6501), has announced that it will be Official Partner of the International Tennis Tournament “Kremlin Cup 2012 by Bank of Moscow” for the second year in a row.

The Kremlin Cup is the major event in Russia’s tennis calendar, attracting top players from around the world. It will be held from 13th - 21st October, 2012 at its traditional venue – the Olympic Stadium in Moscow. This year, the 23rd Kremlin Cup will offer total prize money of 1,534,500 U.S. dollars, to be split between Men’s singles, Men’s doubles, Women’s singles and Women’s doubles.

Kenzo Shimayama, General Manager of Hitachi, Ltd., Moscow Office, said, “Hitachi is honoured to sponsor the international tennis tournament “Kremlin Cup 2012” in Russia, one of Hitachi’s most significant markets. We are excited and confident that the tournament will be an even greater success than last year.”

The Hitachi logo will be displayed on two courtside banners, next to the centre court’s large information video screen, in the official tournament programme and posters, in the VIP area in the Olympic Stadium, and in television advertisements, etc. There will also be a Hitachi booth in the VIP area to welcome visitors and introduce Hitachi’s business in Russia.

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, 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>.

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