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HITACHI UNVEILS NEW EUROPEAN TV AND ONLINE BRAND CAMPAIGN, DEVELOPED BY CDP

LONDON, PARIS, BERLIN, WARSAW, 12 JANUARY 2009 – Hitachi Europe has today unveiled its new European brand campaign. The TV spot is scheduled to run in the UK, France, Germany and Poland and will be supported by widespread online presence in the same countries.

Following the appointment of CDP at the beginning of October last year, the creative agency developed a campaign to help increase awareness of the Hitachi brand. The campaign has also been designed to strengthen Hitachi's environmentally conscious image.

The result is a thoughtful campaign which beautifully vignettes the world and how Hitachi is present across it in so many varied ways. The subtle effects that have been employed across each of the channels create a very gentle, understated yet distinctive mood for the campaign. The campaign also points out that as a large international group, which touches so much of the environment, Hitachi is doing everything it can to help preserve it.

Hans Daems, Hitachi Europe's Group Public Affairs Officer said: "We're really pleased with the work that CDP have developed for us. This campaign mirrors what we were looking for when we called the pitch last year. It subtly blends the large scale of the Hitachi brand with the unrivalled depth of focus that our organisation has towards long term environmental conservation. CDP has managed to get across the image related to innovation, reliability, diversity and the environment."

Simon North, CDP's CEO commented: "Hitachi is an amazing company and omnipresent in a way that very few people comprehend – from medical diagnostic equipment to hard drives, from mobile phone screens to next generation Hybrid trains. It's staggering to realise that in Europe very few people are ever more than 6 feet away from a Hitachi product or component! CDP's aim is to inform people of this whilst at the same time reassuring them of the environmental vision and social responsibility that the organisation holds at its core."

The campaign was written by Andy Lockley and Jon Foye, directed by Charlie Crane (out of Knucklehead) whilst Online was developed by Lika Razac-Ince.

To preview the campaign please visit www.hitachi.co.uk/allaroundyou

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▪ **Website**

More information about Hitachi Europe can be found at www.hitachi.eu

▪ **Inquiries**

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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 16 countries and employs over 5400 people across Europe, the Middle East and Africa. As a 'Best Solutions Partner' Hitachi Europe tailors its services and solutions to meet the specific needs of its customers. Hitachi Europe comprises eleven key business areas: Rail systems, power and industrial systems; information systems; high performance computing; digital media, consumer products; automotive; air-conditioning and refrigeration systems; procurement and sourcing; and corporate technology group (research & development) and the Hitachi Design Centre. For more information about Hitachi Europe Ltd., 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 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.3 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

▪ **About CDP**

CDP London is the UK's creative advertising arm of the Dentsu Worldwide network. The Agency is a wholly owned subsidiary of Dentsu Inc, the world's most successful advertising agency and the fifth largest global marketing communications group (by worldwide revenue). The Agency was founded in 1960 and specializes in delivering innovative strategic and highly effective creative solutions to clients such as Canon, National Express, Nintendo, NEC and Visit Britain. For more information on CDP London, please visit the company's website at <http://cdplondon.com>