

FOR IMMEDIATE RELEASE

Hitachi Launches Global Brand Campaign

- Unifying Brand in 17 Countries and Regions Worldwide -

Tokyo, May 22, 2013 - Hitachi, Ltd. (TSE:6501) today announced that the Hitachi has initiated a Global Brand Campaign and will convey a globally unified message through various media. This campaign is being run with the aim of expressing the Hitachi Group's management strategy to the market. Under the campaign slogan "SOCIAL INNOVATION – IT'S OUR FUTURE" Hitachi will target 17 countries and regions around the world, including Japan as well as UK, Poland, Turkey Russia and South Africa. Through this campaign, Hitachi will endeavour to build a brand as a global company in the Social Innovation Business.

In April 2013, Hitachi has formulated a new Hitachi Group Vision, an expression of what the Hitachi Group aims to be in the future. Hitachi will share and garner the understanding of employees for this vision and at the same time promote a transformation to achieve the goals of its 2015 Mid-term Management Plan under which Hitachi seeks to grow globally centered on the Social Innovation Business.

The Global Brand Campaign launched will widely communicate the Hitachi Group's aspirations for the future to customers and business partners around the world in a bid to raise the value of the Hitachi brand. The "SOCIAL INNOVATION – IT'S OUR FUTURE" campaign slogan encapsulates Hitachi's ambition to solve various problems faced by the world with its Social Innovation Business. In the campaign, Hitachi has designated India, Brazil and the Middle East as focused regions and will proactively communicate its message to these regions. By building the value of the Hitachi brand and raising its profile, Hitachi believes it can establish a competitive edge for business development going forward.

Hitachi will promote its transformation into a true global major player as one group through the Global Brand Campaign.

Hitachi Brand Website

social-innovation.hitachi.com

- more -

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. Fiscal 2012 (ended March 31, 2013) consolidated revenues totalled 9,041 billion yen (\$96.1 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>.

###