

FOR IMMEDIATE RELEASE



Hitachi Consulting Helps Betfair Drive Business Performance Through Implementation of New Real-Time Business Intelligence Solution

New Analytics Provides Real-Time KPIs on Financial Data

LONDON – Nov. 2, 2009 – Hitachi Consulting United Kingdom today announced the successful implementation of Betfair's new financials analytics capabilities. Hitachi Consulting had previously been Betfair's systems integrator for Microsoft's BI Suite. This ongoing initiative takes data from Betfair's Sun financial system, integrates it into a structured Oracle data warehouse solution, where it is then accessed by Microsoft BI to deliver valuable KPIs back to the business. This is one of the first real-time systems to replicate data from an Oracle data warehouse and build Microsoft Business Intelligence cubes in near real time.

Betfair, the world's biggest online betting community, is striving to become the pre-eminent betting platform for the Internet. After launching the world's first successful online betting exchange in June 2000, Betfair has grown into a multi-billion dollar business with an established portfolio of online gaming products including poker, casino and games. The company now has in excess of two-and-a-half million registered customers with over 50 percent of all new registrations coming from outside the UK and Ireland.

"I had personally worked with Hitachi Consulting UK in a previous company and have been consistently impressed with the caliber of their self-motivated consultants," said Chris Newstead, Head of Business Intelligence for Betfair. "I knew the Hitachi Consulting team would be able to hit the ground running and integrate well with our other teams. Their expertise around Oracle data warehouse and Microsoft's suite of

Business Intelligence will aid us in working toward a successful implementation. The application will transform the speed and efficiency with which users can analyse business performance and drill down into detail. The use of a familiar tool such as Excel 2007 to report directly from BI data makes this a valuable planning and reporting investment for analysts and non-analysts alike.”

The project is in the final stages of testing and is scheduled to go live in early November 2009. By addressing the internal data integration issues and eliminating the need for manual intervention, the new system will provide substantial traction for Betfair’s finance team, and deliver valuable, real-time data for other areas of departments, including marketing, to help drive business performance.

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About Hitachi Consulting Corporation

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the United States, Europe and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement.

For more information visit www.hitachiconsulting.com.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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 Betfair: (www.betfair.com)

Betfair is the world's biggest online betting community and pioneered the first successful betting exchange in 2000. Driven by cutting-edge technology, Betfair enables customers to choose their own odds and bet even after the event has started. The company now processes over six million transactions a day from its two-and-a-half million registered customers around the world. In

addition to sports betting, Betfair offers a portfolio of innovative products including casino, exchange games and poker.

Betfair has twice been named the UK's 'Company of the Year' by the Confederation of British Industry and has won two prestigious Queen's Awards for Enterprise, being recognised for Innovation in 2003 and most recently for International Trade in 2008.

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