

Hitachi America, Ltd.

**FOR IMMEDIATE RELEASE**

## Hitachi Consulting

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## Consumer Products Industry Ranks Hitachi Consulting 4<sup>th</sup> in Consulting Services

Firm Moves from Ninth to Fourth in Four Years ... *Building the Market Responsive Company*<sup>®</sup>

**DALLAS** -- Feb. 2, 2010 -- For the fourth consecutive year Hitachi Consulting is ranked a top-five company in the annual listing of Top 10 consulting services providers by *Consumer Goods Technology* (CGT) readers. Hitachi Consulting, the business and IT consulting company of Hitachi Ltd., has been ranked in the Top Five three consecutive years by consumer goods executives and for 2010 is listed at number four.

The ranking, part of [Consumer Goods Technology's 2010 Readers' Choice Survey](#), was calculated from information provided by consumer company executives, whose responses also included customer experience rankings.

"Hitachi Consulting is consistently receiving high marks from *Consumer Goods Technology* readers," said Alliston Ackerman, editor, *Consumer Goods Technology*. "Its position in this year's Top 10 list clearly demonstrates its ongoing commitment to an expanding depth of expertise in addressing the comprehensive needs of consumer goods companies."

Among those ranked ahead of Hitachi Consulting on this year's list are multi-billion dollar global consultancies IBM, Deloitte and Accenture.

"Appearing in the Top Five for the fourth time in four years, and now moving up one notch to number four, shows that our clients are validating our efforts to help make a real impact on their businesses. The placement also confirms the Hitachi Consulting strategy to provide the deep industry knowledge needed to deliver insight and capabilities usually only associated with dramatically larger or smaller niche consultancies," said Dave Wechsler, Hitachi Consulting Consumer Products group managing vice president.

In an ongoing effort to help clients advance their businesses competitively, Hitachi Consulting invites industry leaders to participate in a [Demand Signal Repository LinkedIn Group](#) to interact around topics related to how CP companies are using downstream data.

According to Wechsler, Hitachi Consulting is helping companies improve their capabilities in Revenue Management, Integrated Business Planning, Responsive Supply Chain, and the associated applications and technologies needed to be more market responsive.

Hitachi Consulting's Consumer Products National Industry Practice, operating in most major United States cities, includes the Food & Beverage segment, and is the fourth-largest industry practice for the global company. Current and former clients include Bonipak, the subsidiaries of the Schwan Food Company, Sony Electronics Inc, Tyson, Mary Kay and many others. Visit our [Awards and Acclaim](#) Web page to see what clients and analysts are saying about Hitachi Consulting.

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#### **About Hitachi Consulting Corporation**

##### **[Building the Market Responsive Company®](#)**

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, call 1.877.664.0010 or visit [www.hitachiconsulting.com](http://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>.