



Hitachi Consulting in Germany – The Next Step in the European Expansion of the Company’s Consulting Business

Hitachi Consulting Opens Office in Frankfurt, Germany

Dallas, TX — March 12th, 2007 — Hitachi Consulting, the business and IT consulting company of Hitachi, Ltd. (NYSE:HIT) announces the establishment of a new office in Frankfurt, Germany. This marks another step in Hitachi’s strategy to expand its consulting business to key European markets, following the opening of new offices in Great Britain, Spain and Portugal in 2006. Mitsuo Yamaguchi, Chief Marketing Officer and COO for Hitachi’s Information and Telecommunication Systems Group, describes the positioning: “With the new European consulting business added to Hitachi’s established business and IT consulting operations in Japan/Asia and in North America, we can now serve global clients’ solution needs wherever they operate.”

Hitachi is very active in the European markets. Sir Stephen Gomersall KCMG, the London-based chief executive for Europe for Hitachi adds: “Today, Hitachi has 85 companies across Europe with total revenues of \$6.6 billion. A strong business and IT consulting capability will continue to be complementary to a number of business offerings we provide today across Europe.”

In Frankfurt, Hitachi builds on a team with strong experience in both consulting and implementation. Roland Härtner and Dr. Ulrich Lübbe are heading the German office as managing directors.

In its German consulting arm, Hitachi Consulting delivers an established market expertise, combining the numerous years of experience its employees have with the vigor of an international network. Currently, the company, which was founded in 2000 and is headquartered in the United States, has more than 20 offices worldwide. Despite the company’s global character, Hitachi Consulting’s strength is regional - working individually and hand-in-hand with its clients. The client in return gains an advantage from the international capabilities and expertise of the network, through leverage of the local relationship. Additionally, global clients are served worldwide through Hitachi Consulting’s global business consulting network.

“The consulting market in Germany is very undifferentiated. However, there are just a few truly international business consultancies. And that is the segment we position ourselves in,” said Mr. Härtner. For Mr. Härtner, the company’s international character, which pairs off nicely with the consulting needs of the German market, is one of Hitachi Consulting’s biggest strengths. Another is the strategy to treat the client as an equal, collaborating from first analysis through implementation of the complete solution.

“In the German market, Hitachi Consulting will initially focus on clients from the automotive, finance and high-tech industries,” said Mr. Härtner. “These markets are traditional strongholds for Germany companies on the worldwide market.”

About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the U.S., Europe and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. 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 nearly 35 percent of the Fortune 100 and 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.

Hitachi Consulting – Inspiring your next success!®

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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 and financial services. For more information on Hitachi, please visit the company's Web site at <http://www.hitachi.com>.

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