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Hitachi Consulting Awarded Oracle Partner of the Year Award for Mid-America Region

--Hitachi Consulting recognized for excellence and leadership as an Oracle solution provider--

DALLAS, August 23, 2004 – Hitachi Consulting, the global business and IT consulting arm of Hitachi, Ltd. (NYSE: HIT), is pleased to announce it received the Oracle Partner of the Year Award for the Mid-America region.

Oracle's Chris Gibson, Regional Manager of Mid-America Region Application Sales, and Solveig Morkeberg, Area Partner Director, presented the award, announced in June at the Mid-America Regional dinner at the Oracle Sales meeting in Las Vegas. Gibson and Morkeberg stated Hitachi Consulting received the award for its combined collaborative approach with Oracle to penetrate, sell and propose implementation and for the successful delivery of the solution to its clients.

"We are honored to have been awarded Oracle Partner of the Year for the Mid-America region," said Tracy Harker, Vice President and Oracle Alliance Director at Hitachi Consulting. "This is a real tribute to our selling efforts and demonstrates our ability to react quickly and positively to changing market conditions and to continuously deliver high quality solutions to our clients."

Hitachi Consulting's rich pedigree of Oracle expertise and leadership as an Oracle solution provider has been broadly recognized. Hitachi Consulting was also named Oracle Partner of the Year for the Mid-Atlantic region in 2002, and given the Great Ideas Award for Most Creative Use of Oracle 9iAS Portal. Using Oracle's database and applications, Hitachi Consulting has successfully developed software solutions for the manufacturing industry, incorporating leading Oracle business intelligence solutions, enterprise portals and wireless access. Hitachi Consulting is also represented on the Oracle Partner Advisory Board and is an official Certified Advantage Partner (CAP).

About Hitachi Consulting

Hitachi Consulting is Hitachi, Ltd.'s (NYSE: HIT) global business and IT consulting company. Hitachi Consulting serves Fortune 2000 companies across many industries throughout the United States. The company is focused on working with its clients to understand their needs and to enable and implement key business strategies. Hitachi Consulting delivers practical solutions to generate demand, ensure supply and help the client manage their enterprise effectively. The company is committed to delivering measurable results and to effectively transferring knowledge to optimize the client's investments.

To find out more about how Hitachi Consulting can inspire your next success, please call 1.877.664.0010 or visit us at www.hitachiconsulting.com

About Hitachi

Hitachi, Ltd. (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 326,000 employees worldwide. Fiscal 2003 (ended March 31, 2004) consolidated sales totaled 8,632.4 billion yen (\$81.4 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>

About Oracle

Oracle (NASDAQ "ORCL") is the world's largest enterprise software company. For more information about Oracle, visit our Web site at <http://oracle.com>.