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Hitachi Consulting Strengthens its Alliance With SAP Under New Global Services Agreement

Expanded Relationship to Initially Benefit Global Companies with U.S. Headquarters

DALLAS – Dec. 16, 2008 – Hitachi Consulting, the business and IT company of Hitachi Ltd. (NYSE: HIT), has been named a global services partner by SAP®, strengthening its alliance with one of the leading providers of business enterprise software internationally.

[Hitachi Consulting](#) and [SAP](#) will team on a worldwide basis to market and deliver SAP business applications, combining Hitachi Consulting's balanced view of strategy, people, process and technology, and the cutting-edge, high-reliability platform products offered by SAP across various industries. The expanded relationship will provide high-value implementation services, enhanced solution delivery, and increased global reach, according to Hitachi Consulting President and CEO, Michael Travis.

"Hitachi Consulting has been a recognized SAP services partner in the United States since 1997, and also has been working with SAP through its operations across Europe. As part of the new global services partnership with SAP we will utilize our global resources to meet the growing needs of customers with worldwide operations," Travis said.

This designation, announced by Hitachi Ltd. in early December, results from a multi-year process of demonstrating to SAP Hitachi Consulting's worldwide implementation capabilities, particularly with clients Avocent, Milliken, Seiko Instruments, and BI Technologies, spanning Europe, China and other regions across Asia, according to John Clark, Hitachi Consulting Vice President.

The expanded alliance is wholly focused on enhancing value for customer investments in SAP applications and will first be expanded throughout the United States and all of North America, then China and Europe.

"This new designation recognizes what many of our global clients already experience and understand; that Hitachi Consulting delivers seamless integration services across geographic boundaries and industries. We are now poised to help more global companies benefit from SAP products and Hitachi Consulting integration experience," said Clark.

As an added benefit from the expanded alliance, Hitachi Consulting will work with SAP in its Co-Innovation Lab, validating and integrating middleware and platforms into SAP applications, as well as develop new solutions.

“We are pleased that Hitachi Consulting has extended its partnership with SAP, becoming an SAP global services partner,” said Manfred Heil, Senior Vice President, Global Service Partner, Global Ecosystem & Partner Group, SAP AG. “Together, we will enhance value and accelerate growth for customers, which will reduce implementation costs while providing strong domain-centric solutions to transform business processes. This partnership demonstrates the value of SAP’s customer-focused ecosystem: teaming with partners to deliver value and innovation to customers.”

In addition to delivering an SAP Certified All-in-One solution to the Chemicals, Oil & Gas, and Metals industries, along with an SAP-approved Best Practices for CRM solution, Hitachi Consulting also offers customized services for SAP applications for the Food & Beverage and Consumer Products industries.

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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, call 1.877.664.0010 or visit www.hitachiconsulting.com.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: [HIT](#) - [News](#))(TOKYO:[6501](#) - [News](#)), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.3 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>.