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**Hitachi Consulting Makes List of 100 Supply Chain Innovators
According to *Supply & Demand Chain Executive***

DALLAS – June 29, 2009 – Hitachi Consulting announced today its inclusion in the [2009 Supply & Demand Chain Executive 100](#) listing of “leading providers of supply chain services.” As the global IT and services company of Hitachi Ltd., Hitachi Consulting is featured for the second year, along with other services providers “who are at the forefront of innovation,” according to the magazine, which has published the list for eight years consecutively.

"Our goal with this year's '100' is to highlight a listing of people, process, technology and partnering strategies that supply chain executives can leverage today to meet the requirements of the current economy and the coming return to growth," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*.

According to Dave Williams, Hitachi Consulting Supply Chain Practice Leader, “The recognition is part of an ongoing process of validation for our work helping companies to be more [Market Responsive](#). Hitachi Consulting focuses on helping companies, not only on implementing key technology, but on making sure that the strategy and key business processes are built to enable a more sustainable responsive environment across the entire value chain.”

Final recipients are featured in the cover story of the June/July 2009 issue of *Supply & Demand Chain Executive*, as well as online. To learn more about how companies are becoming more market responsive, download the [2009 Supply Chain Responsiveness Survey](#), conducted by Hitachi Consulting and AMR Research to help companies better understand the business processes and technologies needed to become more responsive to market changes, and to learn which supply chain business practices lead to real business benefits.

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About Hitachi Consulting Corporation

[Building the Market Responsive CompanySM](#)

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 / 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>.