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**Oracle Names Hitachi Consulting 2008 North American Titan Award Winner
for Edge Applications Solution**

DALLAS – Sept. 22, 2008 – Hitachi Consulting, the IT services company of Hitachi Ltd., has received the 2008 Oracle® Titan Award for Edge Applications for its work helping companies successfully implement supply chain projects using Oracle applications. The supply chain award was one of only 14 total awards given across all Oracle applications during a ceremony on the first day of the annual Oracle OpenWorld conference.



Valassis, one of the nation's leading media and marketing services companies, chose Hitachi Consulting to implement Oracle's Transportation Management (OTM) system at a time when its transportation costs were steadily increasing and the company's overall growth strategy required a fresh look at IT systems organization-wide. Immediately Valassis began seeing financial benefits after implementation and within five months of go-live of the OTM system and reported greater than expected savings on transportation costs.

According to Tim Vaio, Hitachi Consulting National [Supply Chain](#) leader, "Valassis is a great example of how Hitachi Consulting is helping companies use [Responsive Asset Management](#) to better adapt to market events. Through implementation of Oracle Transportation Management, Valassis now has the ability to more proactively leverage their transportation spend in a dynamic time to achieve substantial cost improvements."

"With ever-increasing volumes of data, a global economy, demanding customer requirements, focus on cost reductions and ever-more complex business processes the goal of remaining [Market Responsive](#) is a significant one," said Vaio. "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."

"Hitachi Consulting was instrumental in helping us to achieve our objective of significant transportation savings," said Steve Carrington, Valassis vice president, Enterprise Applications. "They are an excellent company to work with and participated at all levels of the organization to ensure alignment and a successful implementation."

"This award bolsters our confidence in Oracle solutions and our ability to work with them to help our clients succeed," said Troy Lutes, Hitachi Consulting National Oracle Practice leader.

A written statement from Oracle said: "The record number of nominations received this year demonstrates the value and expertise our partners have to create and deliver Oracle-based solutions and services to customers. We were greatly impressed by the innovative business

approaches and unique technologies exhibited by this year's nominees and will continue to work in tandem with valued partners to deliver business-changing technologies and services to the growing Oracle customer base."

Oracle's Titan Awards were presented Sept. 21 at its annual OpenWorld conference, where Hitachi Consulting was also named Honorable Mention for SOA Integration in 2008. Hitachi Consulting has received Oracle Titan awards in 2005 and 2007, in addition to regional recognition for success with Oracle solutions. Hitachi Consulting was also named to the 2008 *Supply Chain and Demand Executive* magazine's [100 Top Innovators in Supply Chain Enablement](#).

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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 / TSE: 6501), 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 (\$112.2 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>.

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