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**Regional Politicians and Thought Leaders to Speak at
the 11th Hitachi Young Leaders Initiative**

*-- Into its 11th edition, the Hitachi Young Leaders Initiative demonstrates
Hitachi's commitment towards grooming young Asian leaders --*

Manila, October 24, 2011 – Hitachi Asia Ltd. (NYSE: HIT / TSE:6501) today announced the confirmed list of speakers for the 11th Hitachi Young Leaders Initiative (HYLI). The event, which will be held in Hanoi, Vietnam between 9 and 13 January 2012, will see the gathering of regional politicians and key thought leaders from the region.

Since its inauguration in Singapore in 1996, HYLI has been successful in bringing the best and brightest students in Asia together. Each year, four outstanding students below the age of 28 are chosen to represent their country for the programme. These students come from seven Asian countries namely Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam and Japan.

As a regional programme, HYLI aims to provide a platform for young Asians to gather and meet prominent Asian policymakers, professionals and commentators to discuss and share ideas on trends which affect Asia.

Mr. Toshiaki Kuzuoka, Senior Vice President and Executive Officer, Hitachi, Ltd. said, "The line-up of speakers for the 11th HYLI impresses with their prominence and standing in the Asian community. We are very heartened to receive such strong support from these leaders who share our belief in grooming Asian youths with strong leadership potential."

"Cultivating our next generation leaders has always been at the top of Hitachi's CSR agenda. While we provide these young leaders a conduit to gather and

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discuss on issues, it would not be possible without the endorsement from these great leaders of today,” Mr. Kuzuoka added.

Mr. Makoto Nagashima, Managing Director of Hitachi Asia Ltd. said, “Asia is a very diverse region and it is important for Asian young leaders to hear from experts from different backgrounds who will be sharing their views on the pressing regional and global issues affecting Asia today. We are glad that the 11th HYLI will have the presence of these prominent Asian policymakers, professionals and commentators.”

Themed *The New Stage for Asia – an Asian Perspective on Managing Sustainable Development and Economic Integration*, the two sub-themes that will be discussed are (1) Energy and the Environment (2) Economic Partnership and Integration. An impressive line-up of speakers will touch on these topics. From Philippines, Mr Gregory L. Domingo, Secretary of the International Trade and Industry will be speaking on Moving Towards an Economically-Integrated Community.

Please refer to the attached programme highlights for the list of speakers and topics.

Overwhelming response from students

Approximately 50 applications were received from five universities- Loyola Schools Ateneo de Manila University, De La Salle University, University of the Philippines, University of San Carlos and University of Santo Tomas.

All student applicants were put through a rigorous selection process based on their academic results, participation in extra-curricular activities, awards achieved and knowledge of current regional issues.

The final four students who stood out among all the outstanding applicants are

1. Kurt Gerard T. See - PhD Economics Student, De La Salle University
2. Mark Andrew Copuyoc - Management Engineering Student, Loyola Schools, Ateneo de Manila University
3. Camille Angela Marie Almario Aquino - Economics student, De La Salle University
4. Miguel Antonio Garcia - MA Economics Student, University of San Carlos

Mark Andrew Copuyoc, Management Engineering Student at the Loyola Schools, Ateneo de Manila University said, “I am very grateful and excited to have the opportunity to represent the country. I hope to learn a lot from HYLI and apply these lessons in serving the country.”

About Hitachi Young Leaders Initiative (HYLI)

Hitachi Young Leaders Initiative (HYLI) is a regional corporate social responsibility programme which aims to identify young Asian leaders by providing a platform for top students to discuss key issues and establish contacts with prominent regional opinion leaders from the private, public and academic sectors. Four of the best university students from each participating country are selected to represent their country at each HYLI. For more information, please visit at <http://www.hitachi.com/society/global/hyli/>

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit the website at <http://www.hitachi.com.sg>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.