



Hitachi Data Systems Invests S\$10 million in New Regional HQ and Business Solutions Centre in Singapore

To Grow Headcount by 50% and Reach Greater Number of ASEAN Customers with Economically Superior Storage Solutions

SINGAPORE, Feb. 6, 2009 – Hitachi Data Systems, a wholly-owned subsidiary of Hitachi, Ltd. (NYSE:HIT) and the only provider of Services Oriented Storage Solutions, today unveiled its new state-of-the-art Business Solutions Centre (BSC) and ASEAN HQ, representing an investment of over S\$10 million. The new BSC incorporates the latest Hitachi Data Systems innovations in storage infrastructure and will serve as a demonstration showcase, training facility and certification centre for customers and partners.

The Hitachi Data Systems' new BSC and ASEAN HQ in Singapore at The Concourse were officially opened by Mr. S. Iswaran, Senior Minister of State for Trade and Industry. Also, in attendance was Ms. Fong Pin Fen, Head, Electronics, Economic Development Board of Singapore (EDB). The launch event was followed with a press conference and stakeholder reception.

"Amidst this economic downturn, it is invigorating to find a company that has identified high-growth opportunities in Singapore," said Mr. S. Iswaran, Senior Minister of State for Trade and Industry. "Hitachi Data Systems' investment in Singapore is testament to the growth potential that exists here, our country's excellent governance track-record and strategic position from which to access regional markets," he added.

With a 70% increase in available floor space, and a plan to increase headcount by 50% (as of FY07) over the next three years, the new BSC and ASEAN HQ cement Hitachi Data Systems' ability to streamline its customers' operations, slash operational costs and maximise return on assets.

"With Hitachi Data Systems' new Business Solutions Centre and ASEAN HQ, we reinforce our dedication to customers and partners across the region, equipping them with the technology to maximise their storage infrastructure, and providing the skills and certification necessary to raise their productivity and profitability," said Ravi Rajendran, Vice President and General Manager for ASEAN, Hitachi Data Systems.

"In the air of uncertainty looming over businesses, a few things are clear; organisations need to streamline their operations, while investing in upgrading their staff, in order to weather the recession and emerge stronger," Rajendran added. "In essence, we are growing our footprint in Singapore, enabling our stakeholders around the region to achieve much more, with less."

The BSC will serve three key functions:

- **Training facility for customers and partners.** The BSC will play a pivotal role in upgrading the technical skills and expertise of our customers and partners with a lineup of training/certification programs.
- **Technology showcase of the latest Hitachi innovations.** The BSC boasts a full array of Hitachi Data Systems storage solutions for the SME through to the enterprise. For example, the recently launched Hitachi Adaptable Modular Storage 2000 (AMS 2000)

series for the mid-market is featured alongside the high-end Hitachi Universal Storage Platform™ V for the enterprise.

- **Centre for collaboration.** The BSC will bring together the best hardware, software and technology partners, to create the most effective solutions that address the specific business needs of each organisation. We, then, rely on our extensive network of Channel Partners – who have a keen understanding of Hitachi Data Systems technology – to rollout end-to-end solutions for each customer.

Over the next three years, the BSC will continue to grow, increasing the range of technology showcased and expanding its training and certification capabilities. Apart from Singapore, Hitachi Data Systems also has BSC facilities in Australia, China, Hong Kong and India.

About Hitachi Data Systems

Hitachi Data Systems Corporation provides Services Oriented Storage Solutions that enable heterogeneous storage to be dynamically provisioned according to business needs and centrally managed via industry-leading Hitachi storage virtualization software. With over 4,000 employees, and as an integral part of the Hitachi Storage Solutions Group, Hitachi Data Systems delivers storage infrastructure platforms, storage management software, and storage consulting services through direct and indirect channels in over 170 countries and regions. Its customers include nearly 60-percent of Fortune 100 companies. For more information, visit the company's Web site at <http://www.hds.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 (\$112.3 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>.

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