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**Hitachi Consulting Acquires Leading Financial Services
Industry Consulting Firm JMN Associates**

DALLAS – March 10, 2008 – Hitachi Consulting, the global consulting company of Hitachi, Ltd. (NYSE: HIT), announced today that it has acquired JMN Associates, a leading provider of consulting services to the financial services, real estate and insurance industries. JMN, based in San Francisco, brings practical and proven solutions to its clients in the areas of business and technology strategy, process improvement, organizational change, project management, and regulatory compliance.

“The Financial Services Industry is an important area of future growth for Hitachi Consulting across the United States,” said Michael Travis, president and CEO of Hitachi Consulting. “We feel the JMN team brings us the critical skills, experience, and clients to enrich our offerings for the U.S. Financial Services Industry.”

Jim Neckopulos, the founder and chief executive officer of JMN Associates, will become managing vice president for Hitachi Consulting’s newly formed Financial Services Industry national practice. Prior to forming JMN Associates, he was the partner in charge of the financial services industry consulting practice in the Western U.S. for Arthur Andersen.

Joining this new practice will also be the Financial Services practice of the Dove Consulting Division of Hitachi Consulting, led by Chris Allen, director, consulting services, as well as its Payments Compliance practice, led by Paul Turgeon, vice president consulting services.

“The combination of JMN and Hitachi Consulting now provides one of the most comprehensive portfolios of consulting services and solutions for the financial services industry,” said Mr. Neckopulos. “And, our client list is a veritable who’s who of the banking, investment, and payments processing sectors.”

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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

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 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 and financial services.

For more information on Hitachi, please visit the company's Web site at <http://www.hitachi.com/>.