

**FOR IMMEDIATE RELEASE**

**Hitachi to Integrate and Dissolve Content Producer Hitachi Media Pro to  
Strengthen Solutions Ability in Ubiquitous Platform Systems Group**

Tokyo, February 4, 2003 --- Hitachi, Ltd. (TSE:6501/ NYSE:HIT) has announced dissolution of affiliate Hitachi Media Pro Co., Ltd. on March 31 this year and integration of the content production activities of the company into the Ubiquitous Platform Systems Group . This move is intended to enhance Hitachi's ability to provide one-stop solutions for the ubiquitous information society.

Recent advances in digitalization and networking are bringing a ubiquitous information society closer to reality. Such a society will see information in the form of data, voice and images shared anytime, anywhere and by anybody using PCs, mobile phones, PDAs, TVs, displays and other information appliances.

Hitachi is responding to this emerging market. To provide highly reliable systems that take advantage of cutting-edge digital technologies in the fields of IT and audiovisual software and hardware, Hitachi established the Ubiquitous Solutions Operation in the Ubiquitous Platform Systems Group in October last year. The integration of Hitachi Media Pro's multimedia content production operations into Hitachi will facilitate the provision of multimedia content for business use from a single source. Hitachi will thus move another step closer to being a one-stop source of solutions that enhance the value of customers' businesses.

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## About the Dissolution of Hitachi Media Pro

### 1. Company to Be Dissolved

- (1) Name : Hitachi Media Pro Co., Ltd.  
(2) Address : 1-6, Shibuya 2-chome, Shibuya-ku, Japan  
(3) Representative director : Masahiko Ikeda

### 2. Reason for Dissolution

The integration of Hitachi Media Pro's multimedia content production operations, which are targeted at a business clientele, will more effectively enable the Hitachi Group to provide ubiquitous platform solutions.

### 3. Profile of Hitachi Media Pro

#### (1) Business operations

- Planning, production, sales, rental and leasing of video, music and computer graphics software.
- Production and sales of audio and visual recordings.
- Planning, design, production and execution of advertising programs, as well as associated agency and management services.
- Planning, proposal, design, production, operation, management and total coordination of various events, displays, exhibitions and show rooms.

- (2) Established : October 1, 1994  
(3) Capital : 100 million yen  
(4) No. of issued shares : 200,000 shares  
(5) Shareholders' equity : 68,782,277 yen (at March 31, 2002)  
(6) Total assets : 261,124,538 yen (at March 31, 2002)  
(7) Fiscal year-end : March 31  
(8) No. of employees : 7  
(9) Principal customers : Hitachi, Ltd.,  
Nikkyo Create.Ltd.,  
Sanseido Book Store, Ltd.  
(10) Shareholders (%) : Hitachi, Ltd. (71%),  
Hitachi Kokusai Electric Inc. (20%),  
Hitachi Intermedix Co., Ltd. (4.5%),  
Columbia Music Entertainment, Inc. (4.5%)  
(11) Main bank : Mizuho Bank, Ltd.

(12) 3-year data:

Fiscal year ended	March 31, 2000	March 31, 2001	March 31, 2002
Net sales (yen)	531,259,034	414,360,023	363,727,342
Recurring profit (yen)	4,963,796	19,559,528	3,5471,841
Net income (yen)	4,963,796	19,559,528	18,600,541
Net income per share (yen)	24.82	97.80	93.00
Shareholders' dividend per share (yen)	0	0	0
Shareholders' equity per share (yen)	339	437	344
Total assets (円)	254,770,926	233,363,300	261,124,538
Shareholders' equity (円)	67,823,290	87,382,818	68,782,277
Capital (yen)	100,000,000	100,000,000	100,000,000
No. of issued shares	200,000	200,000	200,000

(13) Loss on dissolution (yen) : 40,000,000

(14) Dissolution schedule : March 31, 2003

(15) Forecasts :

Fiscal year ending	March 31, 2003	March 31, 2004	March 31, 2005
Net sales (yen)	380,000,000	410,000,000	450,000,000
Recurring profit (yen)	12,000,000	10,000,000	19,000,000
Net income (yen)	11,000,000	8,000,000	14,000,000
Net income per share (yen)	55.00	40.00	70.00
Shareholders' dividend per share (yen)	0	0	0
Shareholders' equity per share (yen)	370	410	480
Total assets (yen)	250,000,000	221,000,000	247,000,000
Shareholders' equity (yen)	74,000,000	82,000,000	96,000,000
Capital (yen)	100,000,000	100,000,000	100,000,000
No. of issued shares	200,000	200,000	200,000

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

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