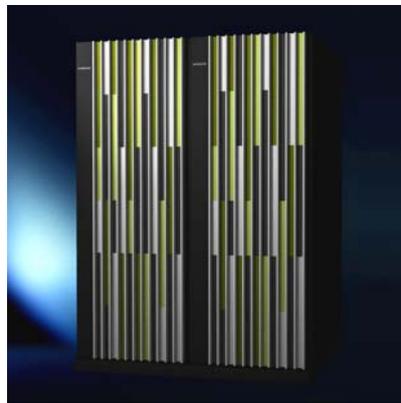


FOR IMMEDIATE RELEASE

**Hitachi Enterprise Server EP8000 Series Wins Gold Award
at iF Product Design Award 2007**



EP8000 Series

Hannover, Germany, March 15, 2007 --- Hitachi, Ltd. (NYSE:HIT/TSE:6501) today announced that its Enterprise Server EP8000* Series has won a gold award at the iF product design award 2007 staged by iF - Industrie Forum Design Hannover.

This is the second year running that Hitachi has won a gold award at these awards following in the footsteps of the Hitachi Plasma TV 8000 Series last year. However, this is the first time in 13 years that a Hitachi server has won an iF product design award since the Client Server System Creative Server Series 3500/510, 520, 530, 540, 630, 640 in 1994.

The award-winning Enterprise Server EP8000 Series is being exhibited at CeBIT, an international trade show for information and communications technologies, which began in Hannover, Germany, on March 15.

The iF product design award, which is sponsored and selected by iF - Industrie Forum Design Hannover, is a globally recognized award given annually to industrial products boasting outstanding design. The 2007 awards recognized 754 products in 12 categories.

Hitachi bases its designs for information equipment on the concept of “reliability” and uses visual effects to express the various internal processes of the equipment.

The Enterprise Server EP8000 Series achieves improved thermal efficiency thanks to larger holes for dissipating heat, while the multiple bands of color on the front of the server prevent these holes from being too conspicuous.

Furthermore, the strength of the server cabinet itself has been increased by attaching aluminum plates vertically to the front of the server. And by incorporating the colors on the front into the aluminum plates, the design appears to move depending on the angle it is viewed. The idea was to visually express the movement of multiple internal operations being performed in parallel.

These features have enhanced performance and resulted in a sophisticated design.

Besides the Enterprise Server EP8000 Series, the Hitachi Group won iF product design award 2007 recognition for the HDD/DVD Recorder S Series (DV-DH1000S/DV-DH500S/DV-DH250S), Hitachi Plasma TV 10000 Series and the Medium Hydraulic Excavator ZAXIS-3 Series (ZX200-3/ZX240-3/ZX270-3/ZX330-3) made by Hitachi Construction Machinery Co., Ltd.

Note

*)The Enterprise Server EP8000 Series is a UNIX-based server and the server with the award-winning design was first sold in July 2004.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 356,000 employees worldwide. Fiscal 2005 (ended March 31, 2006) consolidated sales totaled 9,464 billion yen (\$80.9 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 website at <http://www.hitachi.com>.

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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.
