

Hitachi Announces New Executive Officers

Tokyo, March 11, 2004 --- Hitachi, Ltd. (NYSE:HIT / TSE:6501) today announced new Executive Officers, effective April 1, 2004.

Through this and other actions, Hitachi aims to reinforce its group-wide management, achieve steady progress towards the goals of the "i.e.HITACHI Plan II," and accelerate its transformation into a highly profitable enterprise.

Current Directors will serve until the end of the General Meeting of Shareholders in June 2004. Hitachi will announce candidates for Director, to be elected at the General Meeting of Shareholders, as soon as they are determined.

1. Executive Officer [Effective April 1, 2004] [* New]

<President and Chief Executive Officer>

Etsuhiko Shoyama; currently President and Chief Executive Officer

<Executive Vice President and Executive Officer>

Katsukuni Hisano, in charge of Automotive Systems; currently Executive Vice President and Executive Officer in charge of Automotive Systems

- Concurrently holds the post of President and Chief Executive Officer of Hitachi Unisia Automotive, Ltd.

Isao Ono, in charge of Sales, Information, Digital Media; currently Senior Vice President and Executive Officer, General Manager of Information Business Group

Michiharu Nakamura, in charge of Research & Development, Business Incubation, General Manager of Corporate Export Regulation Division; currently Senior Vice President and Executive Officer in charge of Research & Development, Business Incubation

<**Senior Vice President and Executive Officer**>

Kazuo Furukawa, President & Chief Executive Officer of Information & Telecommunication Systems Group; currently Vice President and Executive Officer of Information & Telecommunication Systems Group

Hiroaki Nakanishi, General Manager of Hitachi Group - Global Business; currently Vice President and Executive Officer, General Manager of Global Business

Takashi Hatchoji, General Manager of Hitachi Group - Legal and Corporate Communications, Compliance Division and Invention Management Division; currently Vice President and Executive Officer, General Manager of Legal and Corporate Communications and Invention Management Division

Takashi Miyoshi, General Manager of Finance; currently Executive Officer, General Manager of Finance

<**Vice President and Executive Officer**>

Takuya Tajima, General Manager of Sales Management Division; currently Vice President and Executive Officer, President & Chief Executive Officer of Industrial Systems Group

Shigeharu Mano, President & Chief Executive Officer of Power Systems Group; currently Vice President and Executive Officer, President & Chief Executive Officer of Power Systems Group

Kazuhiro Mori, President & Chief Executive Officer of Industrial Systems Group; currently Executive Officer, General Manager of Chubu Area Operation

Yoshito Tsunoda, President & Chief Executive Officer of Urban Planning and Development Systems Group; currently Vice President and Executive Officer, President & Chief Executive Officer of Urban Planning and Development Systems Group

Manabu Shinomoto, Chief Executive Officer of Platform and Network Systems Business of Information & Telecommunication Systems Group; currently Vice

President and Executive Officer, Chief Executive Officer of Platform and Network Systems Business of Information & Telecommunication Systems Group

* **Kazuhiro Tachibana**, President & Chief Executive Officer of Ubiquitous Platform Systems Group; currently Chief Strategy Officer of Ubiquitous Platform Systems Group

Taiji Hasegawa, President & Chief Executive Officer of Automotive Systems Group; currently Executive Officer, President & Chief Executive Officer of Automotive Systems Group

Minoru Tsukada, General Manager of Kansai Area Operation; currently Vice President and Executive Officer, General Manager of Kansai Area Operation

Makoto Ebata, General Manager of Hitachi Group - Corporate Strategy; currently Executive Officer, General Manager of Group Management Office in Corporate Strategy

Iwao Hara, General Manager of Human Capital; currently Executive Officer, General Manager of Human Capital

<Executive Officer>

Masaharu Sumikawa, in charge of Power Systems and Industrial Systems, Production Technology and Construction of Re-Processing Plant of Japan Nuclear Fuel Limited; currently Executive Officer in charge of Power Systems and Industrial Systems, Production Technology and Construction of Re-Processing Plant of Japan Nuclear Fuel Limited

Shozo Saito, in charge of Power Technology; currently Executive Officer in charge of Power Technology

Yasuo Sakuta, General Manager of Intellectual Property Group; currently Executive Officer, General Manager of Intellectual Property Group

Takao Suzuki, General Manager of Chugoku Area Operation; currently Executive Officer, General Manager of Chugoku Area Operation

Koichiro Nishikawa, General Manager of Business Development; currently Executive Officer, General Manager of Business Development

Masahiro Hayashi, Chief Executive Officer of System Solutions Business of Information & Telecommunication Systems Group; currently Executive Officer, Chief Executive Officer of System Solutions Business of Information & Telecommunication Systems Group

<Hitachi Group Executive Officer>

* **Isao Uchigasaki**, General Manager of Hitachi Group Headquarters; currently Chairman of the Board, Hitachi Chemical Co., Ltd.

- Concurrently holds the post of Chairman of the Board, Hitachi Chemical Co., Ltd.

Note : The Hitachi Group Executive Officer, the head of the new division “Hitachi Group Headquarters”, develops and executes initiatives to continually raise the value of each company in the Hitachi Group and the Group as a whole. The Hitachi Group Executive Officer is also responsible for initiating and promoting projects, as well as upgrading cutting-edge and basic research, so as to capture synergies in terms of business strategy and operations by using headquarter functions.

2. Resigning Executive Officers [Effective March 31, 2004]

Yoshiki Yagi, currently Executive Vice President and Executive Officer

- Remains Director, Hitachi Ltd. after April 1.

Yoshiro Kuwata, currently Executive Vice President and Executive Officer

- Remains Director, Hitachi Ltd. after April 1.

- Concurrently holds the post of Chairman of the Board, Representative Executive Officer of Hitachi High-Technologies Corporation.

- Concurrently holds the post of Chairman of the Board of Hitachi Global Storage Technologies.

Kazuo Kumagai, currently Executive Vice President and Executive Officer

- Senior Adviser in charge of External Affairs, Hitachi, Ltd., effective April 1, 2004.

Takao Matsui, currently Senior Vice President and Executive Officer

- Senior Adviser in charge of Sales for West Japan Area, Hitachi, Ltd., effective April 1, 2004.

Hiromi Kuwahara, currently Senior Vice President and Executive Officer

- Scheduled to be appointed Executive Vice President and Executive Officer of Hitachi Software Engineering Co., Ltd. on April 1, 2004.

Tsugio Momose, currently Executive Officer

- Scheduled to be appointed as Senior Executive Managing Director of Hitachi Electronics Services Co., Ltd.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE:HIT) headquartered in Tokyo, Japan, is a leading global electronics company, with approximately 340,000 employees worldwide. Fiscal 2002 (ended March 31, 2003) consolidated sales totaled 8,191.7 billion yen (\$68.3 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 and financial services. For more information on Hitachi, please visit the company's Web site at <http://www.hitachi.com>.

Biography of New Executive Officer

Kazuhiro Tachibana

1. Date of Birth : November 6, 1946
2. Education
March, 1970 : Graduated from the Department of Commerce,
Otaru University of Commerce
3. Business Experience
April, 2002 : Chief Strategy Officer, Ubiquitous Platform Systems
April, 2001 : General Manager, Strategic Planning Office,
Digital Media
April, 1999 : General Manager, Heating & Lighting Division,
Consumer product
February, 1998 : General Manager, Strategic Planning Office,
Consumer Products Systems
May, 1997 : General Manager, Strategic Planning Office,
Consumer Products & Information Media Systems
February, 1992 : Senior Manager, Strategic Business Planning Center,
Consumer Products Systems
April, 1970 : Joined Hitachi., Ltd.

Biography of New Hitachi Group Executive Officer

Isao Uchigasaki

1. Date of Birth : January 2, 1939
2. Education
March, 1962 : Graduated from the Department of Science,
Ibaraki University
3. Business Experience
June, 2003 : Chairman of the Board, Hitachi Chemical Co., Ltd.
April, 2003 : Representative Director and Chairman of the
Board, Hitachi Chemical Co., Ltd.
June, 1997 : Representative Director and President, Hitachi
Chemical Co., Ltd.
December, 1996 : General Manager of Industrial Materials Group,
Hitachi Chemical Co., Ltd.
January, 1994 : General Manger of Marketing & Sales Operations,
Hitachi Chemical Co., Ltd.
June, 1993 : Executive Managing Director, Hitachi Chemical
Co., Ltd.

- April, 1993 : General Manager of Semiconductor & LCD
Materials Division, Hitachi Chemical Co., Ltd.
- June, 1992 : General Manager of Chemical Products Division,
Hitachi Chemical Co., Ltd.
- June, 1991 : Board of Director, Hitachi Chemical Co., Ltd.
- January, 1989 : General Manager of Yamazaki Works, Hitachi
Chemical Co., Ltd.
- June, 1986 : General Manager of Goi Works, Hitachi Chemical
Co., Ltd.
- April, 1963 : Transferred to Hitachi Chemical Co., Ltd.
- April, 1962 : Joined Hitachi, Ltd.

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.
