

**FOR IMMEDIATE RELEASE**

## **Hitachi Announces the Group's Summer Electricity Conservation Activities**

**Tokyo, May 25, 2011** – Hitachi, Ltd. (NYSE:HIT / TSE:6501) today announced the decision on the following Group policies with regard to electricity conservation measures for the coming summer in regions where electric power is supplied by Tokyo Electric Power Company, Inc. (TEPCO) and Tohoku-Electric Power Co., Inc. (Tohoku EPCO). In preparation for the implementation of these measures, Hitachi will carry out the necessary procedures, including discussions with labor unions.

Based on the Japanese government's energy conservation action plan, and through discussions with customers and various industry organizations, Hitachi will undertake reductions of 15% or more in the maximum electric power volumes used in the regions where power is supplied by TEPCO and Tohoku EPCO. In other regions, Hitachi will actively promote various measures, and will make every possible effort to reduce power consumption at the Group's activities.

### **1. Rolling holidays and dispersed summer vacations in the Hitachi Group**

From July to September, in regions where electric power is supplied by TEPCO and Tohoku EPCO, Hitachi will adjust work schedules to contribute to the equalization of electric power usage volumes on weekdays during the summer.

#### **(1) Rolling holidays <sup>(a)</sup>**

Employees' regular weekly holidays will be shifted from Saturdays and Sundays to weekdays (Monday to Friday) on a rolling basis, in order to disperse these holidays throughout the week.

(a): Excludes hospitals, sales and service divisions, etc. basically.

#### **(2) Summer vacations**

In regular years, summer vacations are concentrated around August 15. This year, summer vacations for business divisions will be dispersed across a wider time frame. Other employee vacation days (national holidays, etc.) originally scheduled for October onward will also be rescheduled as substitute holidays to fall within the period from July to September, adding approximately five vacation days to this summer period.

## **2. Energy conservation measures at each works**

May 2011, Hitachi began a “Hitachi Group Summer Energy Conservation Campaign,” promoting a wide range of energy conservation measures including cutbacks in the use of indoor lighting, adjusting air conditioning temperatures, suspending the operation of some elevators, and allowing employees to come to work without neckties and jackets (based on the Ministry of the Environment’s “Cool Biz” campaign) for an extended period of time. At its manufacturing bases, Hitachi will strive to equalize production and increase efficiency, in order to level out and reduce electric power usage of its production lines. Hitachi will also actively promote the use of “Green Curtains”<sup>(b)</sup>, which help to reduce room temperatures, at around 200 bases, branches, and training facilities. In addition, the seeds of Goya plants (bitter melon), which act as ideal Green Curtains, are being distributed to Hitachi Group employees.

(b): When climbing vines are grown on the windows and walls of buildings, the effects of “transpiration” (the emission of water vapor) and blocking of sunlight by the plant leaves can reduce room temperatures by 3-5°C.

## **3. Use of real-time electric power monitoring systems**

Hitachi’s original “smart meters,” which measure electricity usage volumes in real time, have already been installed at most works, to monitor and gather data on power consumption. In regions where electric power is supplied by TEPCO and Tohoku EPCO, these real-time electric power monitoring systems will be further expanded, and cloud computing systems using Hitachi’s “EcoAssist Enterprise”, environmental information management system, will be put in place to increase the visibility of electric power usage at Hitachi Group entities in the regions, and to facilitate more efficient management of power consumption volumes.

Hitachi expresses deep condolences for victims of the earthquake and sincerely hopes for the earliest possible recovery in all regions involved.

### **About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

---

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.

---