

FOR IMMEDIATE RELEASE

Hitachi Launches Data Center Services in Korea

*-- Through Collaboration with LG CNS and LG Hitachi in Data Center Services
to Assist Japanese Companies Developing Businesses in Korea --*

Tokyo, July 18, 2012 – Hitachi, Ltd. (TSE: 6501) today announced its launch of data center services in Korea to start on July 19, 2012 mainly targeted to Japanese companies developing businesses in Korea.

The services will be provided through collaboration with LG CNS Co., Ltd., Korea's major IT company, and LG Hitachi Co., Ltd., Hitachi Group's distributor of IT products in Korea. Specifically, the services will connect Hitachi's data centers in Japan and LG CNS's data centers in Korea, which altogether provide various data center services such as data linkages and remote data backups.

LG CNS currently owns three data center hubs in Korea and is scheduled to open a new, the fourth data center hub in December 2012. While utilizing LG CNS's data centers in Korea, Hitachi will delegate activities including operation design, technical support for users, and quality control to LG Hitachi. As a result, the collaboration will enable Hitachi to provide Japanese companies seeking IT infrastructure in Korea with data center services in such a manner that Hitachi does in Japan.

In addition to escalating price competition in Japan, intensifying competition among corporations amid the progress of globalization has been accelerating the trend of Japanese companies, in particular manufacturers, to go overseas. Investment and business development of Japanese companies are spreading in Korea as well, which increases the importance of maintenance and user support for the regional IT infrastructure.

Through collaboration with LG CNS and LG Hitachi, Hitachi will mainly offer assistances to Japanese companies developing businesses in Korea. The data center services will meet various user needs for data centers, for example, data linkage between backbone systems in Japan and portal systems in Korea.

Taking the announced launch as the first step, Hitachi aims to expand its data center services in two years by tens of data center hubs primarily in Asian region, possibly

- more -

through additional collaboration with overseas data center service providers.

Comments from Partner Companies

Joon Bae Son, Senior Director, Outsourcing Business Unit, Solution Division, LG CNS Co., Ltd.

“LG CNS welcomes Hitachi’s announcement today on its launch of data center services in Korea. LG CNS has been providing data center services including colocation services, managed services, and cloud services. Of special note is LG CNS’s offering of high-quality operation services equivalent to data centers in Japan, backed by the company’s 25-year experience and know-how in data center operations. Equipped with facilities best suited to cloud environment, the fourth data center hub—Busan Global Cloud Data Center—is expected to provide the market in Asian region with high-quality cloud services. LG CNS is committed to provide services that will meet various needs of Japanese companies through continued collaboration with Hitachi.”

In Cheol Lee, Vice President, Telecommunication•Overseas Sales Division, LG Hitachi Co., Ltd.

“LG Hitachi welcomes Hitachi’s announcement today on its launch of data center services in Korea. Founded as a joint company of LG Group and Hitachi, LG Hitachi has been providing high-quality solutions in financial, public, industrial, and other sectors in Korea as a Hitachi Group company. In addition, LG Hitachi offers not only software development services but also total solution services covering requirement definition, maintenance, and operation assistance to customers in Japan in Japanese language. I believe the data center services in Korea announced today will be sure to provide the customers with global one-stop solutions through the trinity of Hitachi, LG CNS, and LG Hitachi, based on the three companies’ rich experiences and field-proven achievements.”

About LG CNS

Company Name	LG CNS Co., Ltd.
Founded	January 1987
Headquarters	Seoul, Korea
Representative	Kim Dae Hoon, President & CEO
Number of Employees	Approximately 10,000 (as of 2012, including overseas and domestic subsidiaries)
Annual Sales	3,191.2 billion KRW (as of 2011, IFRS consolidation)
Business Scope	Consulting, system integration, outsourcing, ERP/BI, IT infrastructure solutions, IT convergence
Website	http://www.lgcns.com/

About LG Hitachi

Company Name	LG Hitachi Co., Ltd.
Founded	September 1986
Headquarters	Seoul, Korea
Representative	Choi Jong Won, President
Number of Employees	273 (as of March 2012)
Annual Sales	81.8 billion KRW (as of 2011)
Business Scope	Domestic sale of Hitachi platform products; software development for Hitachi Group, LG Group, and other customers; domestic development and sale of solutions; export sale of domestic solutions to Japan and China
Website	http://www.lghitachi.co.kr/Front/eng/overview.asp

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 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/>.

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