

NEWS RELEASE

Hitachi HighTech

HITACHI

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New Year's Greetings for 2011 from the President Leading the Way for Our Customers' Future as a Fast Moving Creator

Happy New Year.

2010 was a year of strenuous efforts to find a way out of the grave worldwide financial crisis of 2009 as governments implemented economic measures and companies made bold choices and took steps to centralize and drastically reduce costs in what truly was a struggle for survival.

The Hitachi High-Tech Group went into the red for the first time ever in FY2009 and, in response, we pressed forward with business restructuring. Those measures have paid off and FY2010 was a year marked by the accelerated development of new businesses and new products that will fuel our future growth and expansion. Everyone in the Group pulled together and continued to make every effort to achieve our objectives.

As you are all aware, 2011 will be a memorable year for us as it marks the tenth anniversary of the founding of Hitachi High-Technologies. We came into being on October 1, 2001 through the integration of Nissei Sangyo Co., Ltd. (the Hitachi Group's trading company), and the manufacturing function of Hitachi, Ltd.'s Instruments Group and Semiconductor Manufacturing Equipment Group. This was followed by reorganizations and integrations with Sanyo High Technology Co., Ltd., Hitachi Electronics Engineering Co., Ltd., and the semiconductor manufacturing equipment business of Renesas Eastern Japan Semiconductor, Inc., and we have developed a unique cutting-edge technology enterprise that possesses the three functions of manufacturing, sales, and services.

During these years we have promoted such activities for new growth as establishing our corporate vision of "becoming a global leader in high-tech solutions," making the transition to the "company with a committed system," launching new business initiatives, and enhancing our global operations. In addition, we have developed the infrastructure of function efficiently as a unified group via such measures as consolidating our organization, reforming our business management system, and developing a global IT infrastructure.

And today, building upon our achievements of the past ten years, we take on a new challenge aimed at growth in the next ten years. I want to make Hitachi High-Technologies a company that leads the way for our customers as a fast-moving creator.

As this new year begins, I have four messages for you from Hitachi High-Tech Group.

Our aim is to make 2011 a new start for the

The first is this: Let us accelerate our growth in FY2011. We are currently deciding on a new business strategy for our corporate vision. If we are to lead the way for our customers, we need to clarify the kind of company we want to be, where we will compete, and what we are aiming for. Based on our current tasks and the anticipated business climate, I want to establish a general strategy for the company as a whole regarding such matters as business models and portfolios, the promotion of globalization, and the development of business infrastructure, and make it the shared foundation for the decision-making and actions of every employee in the Group. I will also establish a medium-term management plan that will start in FY2011 and finish in FY2013.

the coming year and implement our corporate vision. We are currently deciding on a new business strategy for our corporate vision. If we are to lead the way for our customers, we need to clarify the kind of company we want to be, where we will compete, and what we are aiming for. Based on our current tasks and the anticipated business climate, I want to establish a general strategy for the company as a whole regarding such matters as business models and portfolios, the promotion of globalization, and the development of business infrastructure, and make it the shared foundation for the decision-making and actions of every employee in the Group. I will also establish a medium-term management plan that will start in FY2011 and finish in FY2013.

I want to fully integrate the dual strengths of our manufacturing and trading functions and further combine them with the overall strength of the Hitachi Group as the core competence for our Group to grow and develop as a business creator. We will exploit our ability to create business based on our technological development, manufacturing and service, and global marketing capabilities to create new business models and provide "one-stop solutions."

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My second message is that we need to boost the strength of our service capabilities and do business globally. The lies in effectively combining and integrating them. I want to make maximum use of them. In doing so, it is important to see everything from the perspective of "total optimization." I want each of you to not simply pour all your energies into your work but to also focus your efforts on sharing the objectives and targets of the Hitachi High-Tech Group as a whole, maximizing added value for the customer and also maximizing the Group's profits.

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My third message is that we must contribute to improving the global environment by expanding our operations in the areas of the environment and new energy. Today, global environmental issues represent a major challenge in the achievement of a sustainable society. The Hitachi High-Tech Group is taking steps to meet this challenge. The Group's basic stance on environmental issues is one of "aggressive environmental management." We will continue to work diligently on expanding our eco-related business by increasing our eco-products in order to reduce CO₂ emissions and augmenting our eco-friendly products and environmentally-aware operations. In particular, the field of the environment and new energy show remarkable growth and are ones in which our Group's ability to create new business will come in

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strengths of our manufacturing and trading functions contribute to the social innovation businesses to

expand business in these fields and to which the Hitachi Group is committed.

My fourth and final message is: Let us embrace shared values and create a vibrant company that has growth that is its own unique aspiration, the employees look to, that are carefully passed on to the Group's corporate culture policy to be able to meet challenges, one that is "vibrant and open to new performance through teamwork." It is essential that all employees share this corporate culture policy and implement it naturally in our daily actions if the Group is to continue to grow in the next twenty years' time. We launched the SPIRIT Meetings in the last fiscal year as a practical measure to share and put into practice our shared values as a Group.

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Incorporating shared values and high aspirations in our work will help each one of us to find fulfillment and achieve our dreams. Our personal growth is bound together with the growth of the Hitachi High-Tech Group and with social progress. I want to all work together to make this a vibrant company that has a dream and creates new business.

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The major premise in tackling these four points as an organization, and as a corporation, and that we course of action. Once more, I would like you to be ethics and integrity and earn society's respect and achieve sustained growth along with our customers and actions on these principles.

a Group is that we are trusted as individuals, as faithfully adhere to ethics and follow the right well aware that it is when we reliably practice trust that the Hitachi High-Tech Group can and society. I ask you to base your decisions

I wish you all the best for the New Year and hope that 2011 will be full of happiness and success for you and the Hitachi High-Tech Group.

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