

**FOR IMMEDIATE RELEASE**

**Hitachi Sponsors Bundesliga Football Team  
“Fortuna Dusseldorf 1895 e.V.”**

**Dusseldorf, August 10, 2012** - Hitachi Europe Ltd. today announced its sponsorship of the German football team Düsseldorf Turn- und Sportverein Fortuna 1895 e.V. (Fortuna Dusseldorf) in the Bundesliga. Hitachi Europe is sponsoring Fortuna Dusseldorf in partnership with Hitachi Metals Europe GmbH, Hitachi Chemical Europe GmbH, Hitachi High-Technologies Europe GmbH, Hitachi Transport System (Europe) B.V and Hitachi Air Conditioning Europe, SAS.

Fortuna Dusseldorf's home ground is located in Dusseldorf city, the capital of Germany's largest state, North Rhine-Westphalia. The club has enjoyed a long history since its foundation in 1895. Club highlights include reaching the finals of the German Championship four times, winning once in 1933, and finishing second in the UEFA Cup Winners' Cup in 1979. The club was first promoted to the Bundesliga in 1966. It climbed back to the 2nd division for the 2008/09 season. This year, Fortuna Dusseldorf returns to the top-level Bundesliga for the first time in 15 years.

Dusseldorf is Hitachi's most important European base outside London. Hitachi has eleven group companies and some 500 employees within Dusseldorf city.

Akira Shimizu, Managing Director of Hitachi Europe, said, “Hitachi Europe has a strong presence in Dusseldorf and we feel an affinity towards Fortuna Dusseldorf football club, which enjoys strong support from the citizens of the city. The club is making a worthy return to the Bundesliga this season, and we have high expectations that it will breathe new life into Germany's national sport. I look forward to sharing the club's success with the success of Hitachi Group companies in Europe.”

Peter Frymuth, CEO of Fortuna Dusseldorf, added, “Through this partnership with Hitachi, Infront has secured one of the world's largest companies to stand alongside our ambitious club. The long-term commitment, stretching beyond the current season, demonstrates Hitachi's confidence in our club and in our team. Fortuna Düsseldorf's surge in popularity and the strong media attention surrounding the Bundesliga will help us to repay that trust. In addition, this partnership positively reflects the efforts of

the club's dedicated 'Japan desk' in Düsseldorf - as it is one of the biggest Japanese communities in Germany.”

The Hitachi logo and other branding will be displayed in the corners of the pitch, on two giant screens, and on rotating TV boards along the sidelines and goal line. The Hitachi logo will also appear on the sponsor boards (for TV-interviews within the stadium, in the mixed-zone, and during press-conferences) as well as the club homepage, tickets, and official magazines.

#### **About Fortuna Dusseldorf**

Club name	Düsseldorfer Turn- und Sportverein Fortuna 1895 e.V. (Fortuna Dusseldorf)
Establish	5 <sup>th</sup> May, 1895
Belong league	Football-Bundesliga
Home	Dusseldorf, Germany
Stadium	ESPRIT arena (Dusseldorf city)
Representative	Peter Frymuth
Head Coach	Norbert Meier
Homepage	<a href="http://www.f95.de/">http://www.f95.de/</a>

#### **About Hitachi Europe Ltd.**

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power and industrial system; rail system; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. And Hitachi Europe also has three Research and Development laboratories and a design centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, please visit <http://www.hitachi.eu/>

**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 is focusing 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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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.

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