

FOR IMMEDIATE RELEASE



Hitachi Consulting UK Becomes One of the First Oracle PartnerNetwork Platinum Level Partners

Oracle Recognises Hitachi Consulting UK for Expertise in Streamlining and Optimising Business Processes, Improving Customer Relationships, and Gaining Valuable Business Insights

LONDON — 9 February 2010 — Hitachi Consulting UK today announced that it has achieved Platinum Partner status in the [Oracle® PartnerNetwork](#) (OPN). By attaining Platinum Level membership, Oracle has recognised Hitachi Consulting UK for its in-depth expertise and excellence in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries, specialising in the implementation and support of Oracle technologies including Oracle E-Business Suite, Oracle Business Intelligence, and Oracle Fusion Middleware.

Hitachi Consulting UK helps customers deliver enterprise solutions that blend business insight technical expertise and project management proficiency. The company develops template solutions designed to drive down the cost of ownership, provide long-term support for the solutions, and offer unbiased advice and recommendations.

Mark Robinson, Managing VP, Sales and Marketing, Hitachi Consulting UK and EMEA Chair, Oracle Advisory Board, commented, “As one of the first to make this investment in becoming a Platinum Partner supporting the new OPN Specialised programme, Hitachi Consulting UK is thrilled to be recognised for its depth of experience and leadership as an Oracle solution provider. Over the last nine years, we have helped customers streamline and optimise business processes, improve customer relationships, and gain valuable business insights with Oracle. With the addition of this new Platinum Partner status, we believe it will further align our organisations, enabling customers

to reap the benefits.”

Stein Surlien, senior vice president, EMEA Alliances and Channels, Oracle, commented, “We have worked together successfully with high profile customers and believe this is a good fit of market expertise and best of breed technology. This relationship gives us the ability to really help customers by maximising their return and enhancing the application to deliver the right solution to enterprises addressing business pain points during this unstable business climate.”

As a Platinum Partner in OPN, Hitachi Consulting UK has established its depth and breadth of the expertise across Oracle E-Business Suite HCM, Financials and SCM, SOA, AIA, OBIEE, Hyperion Oracle solution areas, including PLM and ERP Optimisation.

With its Platinum status, Hitachi Consulting UK receives the highest level of engagement, commitment and benefits available to OPN partners. Platinum members receive dedicated virtual account management support to build joint development plans and help broaden specialisation areas and revenue opportunities. Additional benefits include priority placement in the OPN Solutions Catalogue, one free application integration validated by Oracle, joint marketing and sales opportunities, discounted training and more. For more information about the benefits of becoming an Oracle Platinum level partner, please visit: <http://www.oracle.com/us/partnerships/index.htm>

About Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) Specialised is the latest version of Oracle's partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialised offers resources to train and support specialised knowledge of Oracle products and solutions and has evolved to recognise Oracle growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specialisations. Specialisations are achieved through competency development, business results, expertise and proven success. To find out more visit <http://www.oracle.com/partners>

About Hitachi Consulting Corporation

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the United States, Europe and Asia, Hitachi Consulting is a recognised leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment, our consultants are committed to helping clients quickly realise measurable business value and achieve sustainable ROI. Hitachi Consulting's client base includes 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement.

For more information, call 1.877.664.0010 or visit www.hitachiconsulting.com.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 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, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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