



Hitachi Consulting UK Implements Financial ERP System for New SeeSaw IPTV Service

Microsoft Dynamics AX ERP Suite Implemented to Support New Online TV Service

LONDON — 15 March 2010 — Hitachi Consulting UK today announced that it has successfully completed implementation of the Microsoft Dynamics AX ERP application suite for the new online TV service, SeeSaw, which launched in the UK earlier this month. The SeeSaw Financial Transaction Reporting system supports the General Ledger, Treasury and Cash Management, Accounts Payable and Accounts Receivable activities for SeeSaw's advertising-funded free content and business-to consumer pay per view transactions, which will be launched in the second quarter of this year.

SeeSaw offers more than 3,000 hours of on-demand programming to the UK public for free and will add a further 2,000 hours over the coming months, including a mix of free advertising-supported content and paid-for programming. Much of the content is from Channel 4, Five, and BBC Worldwide, in addition to material from independent producers.

“When a viewer selects a programme, the system tracks who provided the content, what ads were aired, and feeds that information into the Dynamics AX platform,” said Nathan Hodge, Head of Finance for SeeSaw. “Hitachi Consulting designed the new ERP system to capture all of the transaction details and report back to the content providers and advertising companies, calculating their revenue share where relevant. The new Dynamics system will manage all financial transaction aspects of the system, and these accounts are then fed back to an Oracle-based financial system. We selected Hitachi Consulting for the implementation based on their deep technical understanding of the Microsoft platform and their reputation for successfully project

managing and implementing complex reporting transactions, particularly in the retail sector.”

The SeeSaw Financial Transaction Reporting system provides an efficient financial accounting process, and interfaces between Microsoft Dynamics AX and SeeSaw’s Data Warehouse. The core financial reports provide business-to-consumer transactions including trial balance, profit and loss, as well as balance sheet information.

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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 recognized 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 realize 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) is a leading global technological and industrial company with total revenues of ¥10,000 billion (\$102.0 billion) for the year ended March 31, 2009. Hitachi’s business is highly diversified, encompassing operations in the following seven segments: Information & Telecommunication Systems; Electronic Devices; Power & Industrial Systems; Digital Media & Consumer Products; High Functional Materials & Components; Logistics, Services & Others; and Financial Services. For more information on Hitachi, please visit Hitachi’s website at <http://www.hitachi.com>.

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