

Hitachi Maxell, Ltd.
(URL <http://www.maxell.com/>)

Code No: 6810

Representative:

Norio Akai (President and Chief Executive Officer)

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Notice of Changes in President and Chief Executive Officer, and Executive Officers

We approved a resolution on changes in President and Chief Executive Officer, and executive officers, as follows.

1. New lineup starting on April 1, 2006

New Position	Name	Incumbent Position
Representative Executive Officer	Hiroshi Kuwahara	Representative Executive Officer
President and Chief Executive Officer [promoted]	Yoshito Tsunoda	Senior Vice President and Executive Officer General Manager, Corporate Administration Division, and Export Control Division (Business Management, Export Management, and Auditing)
Senior Vice President and Executive Officer (Technological Generalization) [promoted]	Tomizo Taniguchi	Vice President and Executive Officer General Manager, Development & Technology Group and New Business Planning Office (R&D, Intellectual Property, Production Engineering, and New Business Planning)
Senior Vice President and Executive Officer (Management Generalization) [promoted]	Yoshihiro Senzai	Vice President and Executive Officer General Manager, Components Business Group (Components Operations and Management Strategy)
Vice President and Executive Officer (Marketing)	Akira Matsumoto	Vice President and Executive Officer General Manager, Global Sales & Marketing Management Group (Marketing and Advertisement)
Vice President and Executive Officer (Accounting)	Tomofumi Wada	Vice President and Executive Officer General Manager, Finance & Accounting Dept, Corporate Administration Division (Accounting and Affiliated Companies)
Executive Officer (Disk Business Operations)	Takeshi Matsuura	Executive Officer General Manager, Disk Business Group (Disk Business Operations)
Executive Officer (Energy Solution Business Operations)	Yoshiharu Katsuta	Executive Officer General Manager, Energy Solution Business Group (Energy Solution Operations)
Executive Officer (Optical Components Business Operations) [new]	Tatsuo Araki	President, Tohshin Seiko Co., Ltd.
Executive Officer (General Affairs) [new]	Masami Nakayama	Deputy General Manager, Administration Dept, Corporate Administration Division
Executive Officer (R & D) [new]	Kenji Sumiya	General Manager, CSR Headquarters
Executive Officer (Tape Business Operations) [new]	Masao Okafuji	General Manager, Advanced Tape Division, Tape Business Group

2. Members Leaving the Post of Executive Officer on March 31, 2006

Norio Akai (President and Chief Executive Officer)

Norio Higashiyama (Senior Vice President and Executive Officer)

Kazuya Yamasaki (Executive Officer)

Norio Ota (Executive Officer)