

FOR IMMEDIATE RELEASE

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Hitachi Maxell Announces Merger with Subsidiaries through Absorption

Tokyo, April 25, 2008 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced that a meeting of its Board of Directors, convened on April 25, 2008, approved a merger of the Company with three of its wholly owned subsidiaries: Maxell Life, Ltd., Maxell Business Service Co., Ltd., and Maxell Software Engineering Co., Ltd., effective July 1, 2008. Details are as follows.

1. Aim of Merger

In order to respond to intensifying competition and rapidly changing business conditions going forward, the Company will merge with the three wholly owned subsidiaries through absorption with a view to concentrating management resources and further increasing management efficiency.

2. Summary of Merger**(1) Merger schedule**

Approval of merger agreements by Board of Directors	April 25, 2008 (Friday)
Conclusion of merger agreements	April 25, 2008 (Friday)
A General Shareholders' Meeting will not be convened for approval of merger agreements (note)	
Date of merger (effective date)	July 1, 2008 (Tuesday) (plan)

Note: Pursuant to the Company Law of Japan regarding simple merger, Article 796-3, and short-form merger, Article 784-1, the Company will merge with Maxell Life, Ltd., Maxell Business Service Co., Ltd., and Maxell Software Engineering Co., Ltd., without obtaining approval for the merger agreements from a General Shareholders' Meeting.

(2) Merger method

Maxell Life, Ltd., Maxell Business Service Co., Ltd., and Maxell Software Engineering Co., Ltd., will be dissolved, and Hitachi Maxell, Ltd., will be the surviving company.

(3) Merger ratio

The Company owns all of the shares of Maxell Life, Ltd., Maxell Business Service Co., Ltd., and Maxell Software Engineering Co., Ltd. This merger will not result in the issuance of new shares or an increase in capital.

(4) Treatment of share warrants and bonds with warrants of the companies to expire
Not applicable.

3. Summary of Companies Involved in Merger (as of March 31, 2008)

(1) Company name	Hitachi Maxell, Ltd. (company to survive)	Maxell Life, Ltd. (company to expire)	Maxell Business Service Co., Ltd. (company to expire)	Maxell Software Engineering Co., Ltd. (company to expire)
(2) Business lines	Production and sale of information storage media, battery, material-device-electronic appliance	Welfare operations	Advertisement planning, production / sale of advertisement materials	Development / sale of information processing systems
(3) Establishment	September 3, 1960	June 19, 1979	December 1, 1983	April 20, 1989
(4) Head office location	1-1-88, Ushitora, Ibaraki-shi, Osaka	1-1-88, Ushitora, Ibaraki-shi, Osaka	2-18-2, Iidabashi, Chiyoda-ku, Tokyo	6-20-1, Kinunodai, Tsukubamirai-shi, Ibaraki
(5) Representative	Yoshito Tsunoda President and CEO	Kazuya Yamasaki President	Kazuya Yamasaki President	Kazuya Yamasaki President
(6) Capital	¥12,203 million	¥60 million	¥40 million	¥20 million
(7) Total shares of common stock issued and outstanding	99,532,133 shares	120,000 shares	800 shares	400 shares
(8) Net assets	¥174,260 million	¥231 million	¥125 million	¥110 million
(9) Total assets	¥227,618 million	¥1,675 million	¥316 million	¥237 million
(10) Fiscal year	Ends March 31	Ends March 31	Ends March 31	Ends March 31
(11) Principal shareholders and percentage of shares held	Hitachi, Ltd. 51.4%	Hitachi Maxell, Ltd. 100%	Hitachi Maxell, Ltd. 100%	Hitachi Maxell, Ltd. 100%

4. Status after Merger

(1) There will be no change in the Company's name, business lines, location, representative, capital, or fiscal year.

(2) Outlook for effect of merger on business results

This merger will not affect significantly on the consolidated or nonconsolidated business results of the fiscal year ended March 2009.

About Hitachi Maxell, Ltd.

Hitachi Maxell, Ltd. (TSE/OSE: 6810) is a leading global manufacturer of information storage media products, including magnetic tapes, optical discs, and battery products such as lithium ion rechargeable batteries, micro batteries and alkaline dry batteries. Since its foundation in 1960, Hitachi Maxell has led the electronics industry at home and abroad in the fields of storage media and batteries and the brand "Maxell" is globally recognized. In addition, Hitachi Maxell is also focused on devices and materials, such as optical components and functional materials based on Maxell's core technologies. For more information on Hitachi Maxell, please visit the company's Web site at www.maxell.com/.