

Hitachi Maxell Announces Executive Changes

Tokyo, October 30, 2007 --- Hitachi Maxell, Ltd.(TSE/OSE:6810) today announced the following executive changes. The appointment takes effect on October 31, 2007.

Resignation [Effective October 31, 2007]

Takeshi Matsuura, currently Executive Officer

Appointed Representative Director, President and Director of Siontec Corporation on November 1, 2007

<Reference>

Executive Officers [Effective November 1, 2007]

Yoshito Tsunoda	President and Chief Executive Officer, Representative Executive Officer
Tomizo Taniguchi	Senior Vice President and Executive Officer, Development & Technology, Process Innovation, Functional Materials, New Business Development, Quality Assurance
Yoshihiro Senzai	Senior Vice President and Executive Officer, Management Headquarters, CSR Headquarters, Export Management, IT Management, Procurement, Digital Pens Operations
Akira Matsumoto	Vice President and Executive Officer, Marketing, Brand Business, Disc Business Operations
Tomofumi Wada	Vice President and Executive Officer, Accounting, Affiliate
Tateo Shimizu	Vice President and Executive Officer, Production Engineering
Yoshiharu Katsuta	Executive Officer, Energy Solutions Operations
Tatsuo Araki	Executive Officer, Optical Components Business Operations
Masami Nakayama	Executive Officer, General Affairs, Risk/Compliance, Environment
Kenji Sumiya	Executive Officer, R&D
Masao Okafuji	Executive Officer, Tape Business Operations

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/.