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Hitachi Maxell Comments on the European Commission's Fine Payment Order

TOKYO, JAPAN, (November 20, 2007) --- the European Commission ordered Hitachi Maxell, Ltd. (TSE/OJE:6810) and Hitachi Maxell's subsidiary Maxell Europe Ltd. of Hertfordshire, U.K. to pay a fine of 14.4M euro (approximately 2.3 billions of yen) for infringing EU competition law in relation to the supply of certain professional videotape products in Europe.

In relation to this matter, the European Commission carried out inspections at the premises of Maxell Europe in May 2002. Further, Hitachi Maxell and Maxell Europe received Statement of Objections from the European Commission on March 15, 2007, and on March 13, 2007 (local time).

After receiving the Statement of Objections, Hitachi Maxell and Maxell Europe submitted written responses and provided supplemental spoken responses to the European Commission. Regarding this decision by the European Commission, Hitachi Maxell will examine the content in detail and consider an appropriate response. Further, the effect of this matter upon business results is unclear at the present juncture. Hitachi Maxell will not revise its full-year business result projections for the year ending March 2008.

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/.