

FOR IMMEDIATE RELEASE

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Hitachi Maxell Announces Transfer of Fixed Assets

Tokyo, January 31, 2008 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced that a meeting of the Board of Directors of Hitachi Maxell, Ltd., convened today, approved the following transfer of fixed assets.

1. Reason for Transfer

The Company recently decided to transfer fixed assets that it owns health and welfare facilities in order to improve asset efficiency.

2. Details of Assets to Be Transferred

Details of assets and location:	200-1, Ushitora, Ibaraki-shi, Osaka,
	Land area: 23,965m ²
Book value:	62 million yen
Transfer price:	6.2 billion yen
Current status:	Health and welfare facilities within the Company's Osaka Works (sports field etc.)

3. Summary of Transferee

With a view to a final transfer contract, the Company is currently conducting negotiations about contract conditions. The Company will issue a notification when it has finalized the contract details.

4. Transfer schedule

January 31, 2008:	Approval by the Board of Directors
End of February 2008 (plan):	Conclusion of contract
End of March 2008 (plan):	Transfer of property

5. Outlook

As a result of the above transfer of fixed assets, the Company expects to recognize a gain on sales of fixed assets of 5.6 billion as an extraordinary gain. For further details, please refer to the Today's press release "Recognition of Extraordinary Income and Loss and Revision of Projections for Full-Year Business Results."

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