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Press Contact:

Masahiro Takahashi

Hitachi Maxell, Ltd

+81-3-3515-8283

masahiro-takahashi@maxell.co.jp

Hitachi Maxell Announces Executive Changes

Tokyo, February 29, 2008 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced the following executive changes. The appointment takes effect on April 1, 2008.

1.Changes of Representative Executive Officer

Yoshihiro Senzai

New Position: Representative Executive Officer, Senior Vice President and Executive Officer

Current Position: Senior Vice President and Executive Officer

(1)Reasons

To accelerate changing business portfolio and promote further expansion of growing business for achieving Medium-term business plan

(2)Effective date

April 1, 2008

(3)Biography of New Representative Executive Officer

Name: **Yoshihiro Senzai**

Date of Birth: April 2, 1948

Business Experience

April, 1971: Joined Hitachi Maxell, Ltd.

June, 1999: Director

June, 2003: Vice President and Executive Officer

April, 2006: Senior Vice President and Executive Officer

June, 2006: Director

2. Changes of Executive Officers and Director

(1)New Executive Officers [Effective April 1, 2008] [*Promotion, **New]

Yoshito Tsunoda

New Position: Representative Officer, President and Chief Executive Officer, in charge of overall business

Current Position: Representative Officer, President and Chief Executive Officer, in charge of overall business

Yoshihiro Senzai

New Position: Representative Officer, Senior Vice President and Executive Officer, in charge of Business Strategy

Current Position: Senior Vice President and Executive Officer, in charge of Management Headquarters, CSR Headquarters, Export Management, IT, Procurement, Digital Pens Operations

***Akira Matsumoto**

New Position: Senior Vice President and Executive Officer, in charge of global Marketing

Current Position: Vice President and Executive Officer, in charge of Marketing, Brand Business, Disc Business Operations

Tomofumi Wada

New Position: Vice President and Executive Officer, in charge of Accounting

Current Position: Vice President and Executive Officer, in charge of Accounting, Affiliate

Tateo Shimizu

New Position : Vice President and Executive Officer, in charge of “Monozukuri” manufacturing base

Current Position: Vice President and Executive Officer, in charge of Production Engineering

***Yoshiharu Katsuta**

New Position : Vice President and Executive Officer, in charge of Rechargeable battery

Current Position: Executive Officer, in charge of Energy Solution Operations

Tatsuo Araki

New Position: Executive Officer, in charge of Optical Components

Current Position: Executive Officer, in charge of Optical Components Business Operations

Masami Nakayama

New Position : Executive Officer, in charge of General Affairs

Current Position: Executive Officer, in charge of General Affairs, Risk/Compliance, Environment

Kenji Sumiya

New Position : Executive Officer in charge of R&D

Current Position: Executive Officer in charge of R&D

Masao Okafuji

New Position : Executive Officer, in charge of Information Storage Media, Electronic Appliance

Current Position: Executive Officer, in charge of Tape Business Operations

****Osamu Kajii**

New Position : Executive Officer, in charge of Primary battery

Current Position: General Manager, Primary battery Division, Energy Solution Business Group

(2)Biography of New Executive Officer

Name: **Osamu Kajii**

Date of Birth: August 20, 1954

Business Experience

April, 1979:	Joined Hitachi Maxell, Ltd.
February, 1996:	Department Manager, Ono works, Battery Division
February, 1999:	General Manager, Ono works, Primary battery Division, Battery Business Group
December, 1999:	General Manager, Primary battery Division, Battery Business Group
June, 2005:	General Manager, Primary battery Division, Energy Solution Business Group

(3)Resignation of Executive Officer and Director [Effective March 31, 2008]

Tomizo Taniguchi, Currently Senior Vice President and Executive Officer

※Effective April 1, 2008, Taniguchi will be appointed as a Fellow of Hitachi Maxell, Ltd.