

FOR IMMEDIATE RELEASE

Press Contact:
Masahiro Takahashi
Hitachi Maxell, Ltd.
Tel: +81-3-3515-8283
Email: masahiro-takahashi@maxell.co.jp

**Hitachi Maxell Announces Simple and Short-Form Merger with its
Subsidiary, Maxell Logistics through Absorption**

Tokyo, July 30, 2008 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced that a meeting of its Board of Directors, convened on July 30, 2008, approved a merger of the Company with its wholly owned subsidiary, Maxell Logistics Co., Ltd., effective October 1, 2008. Some parts of disclosed information are omitted as this is the merger with wholly owned subsidiary through absorption.
Details are as follows.

1. Aim of Merger

In order to respond to rapidly changing business conditions and intensifying competition going forward, the Company will merge with its wholly owned subsidiary, Maxell Logistics Co., Ltd. through absorption with a view to concentrating management resources and further increasing management efficiency regarding warehouse and transport business.

2. Summary of Merger

(1) Merger schedule

Merger agreements by Board of Directors	July 30, 2008 (Wednesday)
Conclusion of merger agreements	August 1, 2008 (Friday)
A General Shareholders' Meeting will not be convened for approval of merger (note)	
Date of merger (effective date)	October 1, 2008 (Wednesday)(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 Logistics Co., Ltd., without obtaining approval for the merger agreements from a General Shareholders' Meeting.

(2) Merger method

Maxell Logistics Co., Ltd. will be dissolved, and Hitachi Maxell, Ltd., will be the surviving company.

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

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

(1) Company name	Hitachi Maxell, Ltd. (company to survive)	Maxell Logistics Co.,Ltd. (company to expire)
(2) Business lines	Production and sale of information storage media, battery, material-device-electronic appliance	Warehouse and transport business
(3) Establishment	September 3, 1960	April 3, 1995
(4) Head office location	1-1-88, Ushitora, Ibaraki-shi, Osaka	1-1, Sakamaki, Oyamazaki-cho, Otokuni-gun, Kyoto
(5) Representative	Yoshito Tsunoda President and CEO	Yoshihiro Murata (note) President
(6) Capital	¥12,203 million	¥40 million
(7) Total shares of common stock issued and outstanding	99,532,133 shares	800 shares
(8) Net assets	¥174,260 million	¥175 million
(9) Total assets	¥227,618 million	¥552 million
(10) Fiscal year	Ends March 31	Ends March 31
(11) Principal shareholders and percentage of shares held	Hitachi, Ltd. 51.4%	Hitachi Maxell, Ltd. 100%

Note: Masao Yamazaki was newly elected as the president of Maxell Logistics Co., Ltd. and assumed its position with obtaining approval from its 13th General Shareholders' Meeting and Board of Director's meeting held on June 13, 2008.

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 unconsolidated business results and there will be no affect on consolidated business results.

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/.