

FOR IMMEDIATE RELEASE

Hitachi Maxell Announces Executive Changes

Tokyo, February 27, 2009 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced the following executive changes. The appointment takes effect on April 1, 2009.

1. Changes of Executive Officers (Changes are shown as underline)

New Executive Officers [Effective April 1, 2009]

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

Akira Matsumoto

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

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

Tomofumi Wada

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

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

Yoshiharu Katsuta

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

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

Tatsuo Araki

New Position: Executive Officer, in charge of Optical Components

Current Position: Executive Officer, in charge of Optical Components

Masami Nakayama

New Position : Executive Officer, in charge of General Affairs

Current Position: Executive Officer, in charge of General Affairs

Kenji Sumiya

New Position : Executive Officer in charge of R&D, "Monozukuri" manufacturing base

Current Position: Executive Officer in charge of R&D

Masao Okafuji

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

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

Osamu Kajii

New Position : Executive Officer, in charge of Primary battery

Current Position: Executive Officer, in charge of Primary battery

2. Resignation of Executive Officer [Effective March 31, 2009]

Tateo Shimizu, Vice President and Executive Officer, in charge of "Monozukuri" manufacturing base