

**Hitachi Maxell Announces Reorganization of  
New Company for Optical Components**

Tokyo, April 27, 2009 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced that a meeting of its Board of Directors convened on April 27, 2009, decided to integrate Hitachi Maxell's optical components businesses with consolidated subsidiaries Tohshin Seiko Co., Ltd., (Watari-cho, Watari-gun, Miyagi, president: Yoshimitsu Sato) and Nagano Optics Laboratory Corporation (Ina-shi, Nagano, president: Tatsuo Araki) and reorganize a new company (Maxell Finetech Ltd.) as follows.

**1. Background and purpose of reorganizing new company**

Hitachi Maxell regards its optical components business as one of three priority businesses and has advanced optical components business through a consolidated management system based on Hitachi Maxell's Optical Components Division and the consolidated subsidiaries Tohshin Seiko and Nagano Optics Laboratory. However, in order to increase the speed, efficiency, and competitive strength of those businesses, Hitachi Maxell will integrate them in a new company.

Hitachi Maxell's Optical Components Division is responsible for product planning, development / design, and production control in relation to objective lenses—which are a key device in pickup lenses for optical disc drives—and camera lens units for cellular phones or automobile camera lens units for back monitoring. For the above-mentioned products, Nagano Optics Laboratory undertakes optical / mechanical design and trial production. For the above-mentioned products, Tohshin Seiko manufactures optical components, such as plastic lenses and lens barrels, electronic devices, and precision components for automobiles based on independently developed ultra high precision molding technology.

After integration, the new company will advance selection and concentration in highly profitable areas by combining the planning, development, design, and production capabilities of the above-mentioned division and subsidiaries. The new company will selectively develop businesses in high-value-added areas. In the component area, the new company will concentrate on electronic devices, precision components for automobiles, plastic lenses for Blu-ray pickups, precision lens barrels for lens units, and lenses for use with LED light sources. In the lens unit area, the new company will concentrate on small, high-definition lens units, lens units with zoom functions, and optical units for monitoring or security.

**2. Summary of the new company's reorganization**

(1) Merger and absorption of subsidiaries

Effective date: July 1, 2009 (Wednesday) (plan)

Merger type: Nagano Optics Laboratory Corporation will be dissolved, with Tohshin Seiko Co., Ltd., as the surviving company

(2) Transfer of business control

On July 1, 2009, capital will be increased by 1.4 billion yen, and control of the optical components businesses of Hitachi Maxell, Ltd., will be transferred to Maxell Finetech Ltd.

(3) Change of corporate name

Corporate name: Maxell Finetech Ltd.

Effective date: July 1, 2009 (Wednesday) (plan)

### 3. Summary of companies involved in merger (As of March 31, 2009)

(1) Company name	Tohshin Seiko Co., Ltd. (Company to survive)	Nagano Optics Laboratory Corporation. (Company to expire)	[Reference] Hitachi Maxell, Ltd.
(2) Business lines	Production and sale of optical components	Research and development, production, and sales of optical devices and components	Production and sale of information storage media, battery, material-device-electronic appliance
(3) Establishment	April 1, 1989	February 22, 1995	September 3, 1960
(4) Head office location	42-2, Aza shinmei Tazawa Ohkuma, Watari-cho, Watari-gun, Miyagi	1060, Sakai, Ina-shi, Nagano	1-1-88, Ushitora, Ibaraki-shi, Osaka
(5) Representative	Yoshimitsu Sato President	Tatsuo Araki President	Yoshito Tsunoda President and CEO
(6) Capital	300 million yen (Unconsolidated)	50 million yen (Unconsolidated)	12,203 million yen (Unconsolidated)
(7) Total shares of common stock issued and outstanding	561,000 shares (Unconsolidated)	1,000 shares (Unconsolidated)	99,532,133 shares (Unconsolidated)
(8) Net assets	960 million yen (Unconsolidated)	146 million yen (Unconsolidated)	149,643 million yen (Unconsolidated)
(9) Total assets	3,198 million yen (Unconsolidated)	302 million yen (Unconsolidated)	193,126 million yen (Unconsolidated)
(10) Fiscal year	Ends March 31	Ends March 31	Ends March 31
(11) Principal shareholders and percentage of shares held	Hitachi Maxell, Ltd. 100%	Hitachi Maxell, Ltd. 100%	Hitachi, Ltd. 51.4%

### 4. Summary of the new company (July 1, 2009 (plan))

(1) Company name	Maxell Finetech Ltd.
(2) Business lines	Research and development, production, and sales of optical devices and components
(3) Head office location	42-2, Aza Shinmei Tazawa Ohkuma, Watari-cho, Watari-gun, Miyagi
(4) Representative	Yoshihiro Senzai [Note]
(5) Capital	1,000 million yen (Unconsolidated)
(6) Fiscal year	Ends March 31
(7) Net sales	8 billion yen (Unconsolidated) (FY2010 Target)
(8) Shareholder composition	Hitachi Maxell, Ltd. 100%

Note: Election scheduled to be undertaken at an extraordinary general shareholders' meeting of Maxell Finetech Ltd., scheduled to be convened on July 1, 2009.

### 5. Outlook for effect of reorganization of the new company

This reorganization will not affect significantly on 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/](http://www.maxell.com/).

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