

Hitachi Maxell Announces Executive Changes

Tokyo, June 26, 2009 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced the following executive changes. The appointment takes effect on June 30, 2009.

Resignation of Executive Officer [Effective June 30, 2009]

Tatsuo Araki, currently Executive Officer, in charge of Optical Components

Appointed Senior Vice President and Director of Maxell Finetech, Ltd. on July 1, 2009

<Reference>

Executive Officers [Effective July 1, 2009]

Yoshito Tsunoda	Representative Officer, President and Chief Executive Officer, Overall Business
Yoshihiro Senzai	Representative Officer, Senior Vice President and Executive Officer, Business Strategy
Akira Matsumoto	Senior Vice President and Executive Officer, Global Marketing
Tomofumi Wada	Vice President and Executive Officer, Accounting
Yoshiharu Katsuta	Vice President and Executive Officer, Rechargeable battery
Masami Nakayama	Executive Officer, General Affairs
Kenji Sumiya	Executive Officer, R&D, "Monozukuri" manufacturing base
Masao Okafuji	Executive Officer, Information Storage Media
Osamu Kajii	Executive Officer, Primary battery

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/.