

Hitachi Maxell Announces Executive Changes

Tokyo, August 31, 2009 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced the following executive changes. The appointment takes effect on October 1, 2009.

1. Executive Officers [Effective October 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
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
Meiro Iwasaki [New]	Executive Officer, Accounting

<Reference>

Biography of New Executive Officer

Name:	Meiro Iwasaki
Date of Birth:	June 11, 1951
Business Experience	
April, 1974:	Joined Hitachi, Ltd.
June, 1998:	Department Manager of Finance Department, Omika Works
April, 2006:	General Manager of Finance, Ubiquitous Platform Systems Group
July, 2008:	General Manager of Business Planning & Development Division, Consumer Business Group
April, 2009:	General Manager of Consumer Business Group
July, 2009:	General Manager of Hitachi Consumer Electronics Co., Ltd., divided from Hitachi, Ltd.

2. Resignation of Executive Officer [Effective September 30, 2009]

Tomofumi Wada, currently Director, Vice President and Executive Officer

*Wada will remain in Hitachi Maxell, Ltd. as Director.

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/.

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