

FOR IMMEDIATE RELEASE

Hitachi Maxell Announces New Executive Officers

Tokyo, February 24, 2010 --- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced the following new executive officers. The appointment takes effect on April 1, 2010.

New Executive Officers [Effective April 1, 2010] [*Promotion]

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

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

***Masami Nakayama**

New Position: Vice President and 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, "Monozukuri" Manufacturing Base

Masao Okafuji

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

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

Osamu Kajii

New Position: Executive Officer, in charge of Primary Battery

Current Position: Executive Officer, in charge of Primary Battery

Meiro Iwasaki

New Position: Executive Officer, in charge of Accounting

Current Position: Executive Officer, in charge of Accounting

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