



Hitachi Maxell, Ltd.

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## Hitachi Maxell Announces Differences between Actual and Projected Business Results for the Interim Period and Revised Projections for Full-Year Business Results

Tokyo, October 30, 2007--- Hitachi Maxell, Ltd. (TSE/OSE : 6810) today announced the differences between actual results and the projections for the interim period which were announced on April 26, 2007.

Also, the company has made revisions to the projections that it issued on April 26, 2007, for the full-fiscal year ending March 31, 2008.

### 1. Differences between Actual and Projected Business Results for Interim Period (April 1, 2007–September 30, 2007)

[Consolidated]	(Millions of yen)			
	Net sales	Operating income	Ordinary income	Net income
Previous forecast (A)	100,500	1,000	1,300	250
<b>Actual results (B)</b>	<b>101,800</b>	<b>2,518</b>	<b>2,409</b>	<b>364</b>
Increase/decrease (B-A)	+1,300	+1,518	+1,109	+114
% change (B/A)	+1.3	+151.8	+85.3	+45.6
[Reference] April 1, 2006 through September 30, 2006	99,129	4,082	4,426	1,375

[Unconsolidated]	(Millions of yen)			
	Net sales	Operating income	Ordinary income	Net income
Previous forecast (A)	55,000	-300	700	500
<b>Actual results (B)</b>	<b>61,056</b>	<b>1,214</b>	<b>1,529</b>	<b>563</b>
Increase/decrease (B-A)	+6,056	+1,514	+829	+63
% change (B/A)	+11.0	-	+118.4	+12.6
[Reference] April 1, 2006 through September 30, 2006	56,942	2,803	3,777	1,480

## 2. Revised Projected for Full-Year Business Results (April 1, 2007–March 31, 2008)

[Consolidated]	(Millions of yen)			
	Net sales	Operating income	Ordinary income	Net income
Previous forecast (A)	208,000	4,000	4,500	1,300
<b>New results (B)</b>	<b>210,000</b>	<b>4,500</b>	<b>4,800</b>	<b>1,500</b>
Increase/decrease (B-A)	+2,000	+500	+300	+200
% change (B/A)	+1.0	+12.5	+6.7	+15.4
[Reference] April 1, 2006 through March 31, 2007	202,240	7,940	9,062	2,896

[Unconsolidated]	(Millions of yen)			
	Net sales	Operating income	Ordinary income	Net income
Previous forecast (A)	119,000	900	2,300	900
<b>New results (B)</b>	<b>120,000</b>	<b>1,700</b>	<b>2,300</b>	<b>900</b>
Increase/decrease (B-A)	+1,000	+800	-	-
% change (B/A)	+0.8	+88.9	-	-
[Reference] April 1, 2006 through March 31, 2007	115,223	5,375	6,752	3,489

## 3. Main reasons for the revisions

In the interim period ended September 30, 2007, in consolidated and unconsolidated financial statements, both earnings exceeded the projections due to a weaker yen and higher sales of batteries from initial forecast.

In the second half of fiscal year 2007, the company forecasts severe business environment due to the product price declines and increase of material cost. However, for the full year projection, ending March 31, 2008, the Company forecasts sales and earnings will exceed from the initial projections in consolidated and unconsolidated basis, as the Company has upwardly revised its interim results from initial projection and made Siontec Corporation its subsidiary.

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Note: This document contains forward-looking statements which reflect management's current views and judgments with respect to certain future plans, events and strategies based on currently available information and do not constitute promises, commitments, or guarantees. The forward-looking statements involve known and unknown risks and uncertainties that can cause actual results to differ materially from those projected or implied therein. Factors that can cause actual results to differ materially from those projected or implied in the forward looking statements and from historical events include, but are not limited to, future economic trends, competition in the industrial sector, market demand, rates of exchange, and sociopolitical conditions and circumstances.