

Hitachi Maxell Announces Differences between Actual and Projected Business Results for the Interim Period

Tokyo, October 27, 2009--- Hitachi Maxell, Ltd. (TSE/OSE: 6810) today announced differences between actual and projected business results for the interim period which were announced on April 27, 2009.

1. Differences between Actual and Projected Business Results for Interim Period (from April 1, 2009, to September 30, 2009)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	69,000	(1,500)	(1,300)	(2,500)	(26.02)
Actual results (B)	70,350	167	74	(574)	(5.98)
Increase/decrease (B-A)	1,350	1,667	1,374	1,926	-
% change (B/A)	2.0	-	-	-	-
[Reference] April 1, 2008 through September 30, 2008	98,325	2,393	3,810	(943)	(9.82)

2. Details of Differences

Net sales surpassed the previous forecast, which the Company announced on April 27, 2009, because rechargeable batteries operations saw shipment volume for prismatic lithium ion rechargeable batteries that was more favorable than initially expected. At the same time, earnings exceeded the previous forecast thanks to the success of measures targeting rigorous reduction of administrative expenses and comprehensive cost reduction to make management leaner and stronger. Further, the Company has not changed its previous forecast of full-year business results for the year ending March 2010.

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/.