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Company Name: Hitachi Cable, Ltd.
President: Norio Sato
Listings: First Section, Tokyo Stock Exchange, Inc.
First Section, Osaka Securities Exchange Co., Ltd.
Code Number: 5812
Contact: Shinichiro Suzumura,
Deputy Group Executive,
Human Resources & Administration Group
TEL: +81-3-6381-1050

Hitachi Cable establishes new company in Vietnam

Hitachi Cable, Ltd. has established Hitachi Cable Vietnam Co., Ltd., a new company, to manufacture electronic wires and wiring devices in Vietnam. The company will soon initiate work on various associated tasks, including building construction, equipment purchasing and installation, and personnel hiring, with operations scheduled to begin in May 2009. Total expenditures are expected to reach approximately 1.8 billion yen.

1. Reasons for establishing the new company and related goals

The Hitachi Cable Group's electronic wire and wiring device operations outside Japan are handled by nine foreign-based subsidiaries: four in China and three in Southeast Asia, the two regions that represent the hub of these operations.

China-based Hitachi Cable (Suzhou) Co., Ltd. (established 2003) is a large, integrated, mass-production operation active in areas ranging from the manufacture of wires and cables to wire and cable assembly and processing. This company represents the core of our electronic wire and wiring device manufacturing operations in China. In contrast, all of our Southeast Asian plants are medium sized. A large new plant is needed for this region to satisfy demand, enhance production efficiency, dilute risk, and meet various other goals.

After the BRICs, Vietnam—which joined the WTO in January 2007—is one of the world's strongest emerging economies, for which robust economic growth is expected in the coming years. The country offers political and social stability and a high-quality labor force, especially in the north. A representative office established in Hanoi by the Hitachi Cable Group in September 2007 is feverishly undertaking market research and gathering information on the country. With numerous major foreign electrical and electronic equipment manufacturers (many Japanese) having recently moved their facilities to Vietnam, local demand for electronic wires and wiring devices appears set to grow.

This new company will oversee a large manufacturing facility that will serve as the core base for our electronic wire and wiring device manufacturing operations in Southeast Asia. Under the supervision of Hitachi Cable Fine Tech, Ltd. (headquarters: Hitachi City, Ibaraki Pref.), which handles the Hitachi Cable Group's electronic wire and wiring device operations, the company will seek to rapidly begin manufacturing and supplying products to Japan, Southeast Asia, China, and other regions in Asia. Although we project first-year (FY 2009) sales of around one billion yen, we will continue to monitor demand and may expand capacity in the future. Our long-term goal is for

annual sales of approximately 10 billion yen.

2. New company profile

- (i) Name :Hitachi Cable Vietnam Co., Ltd.
- (ii) Headquarters :Hai Duong Province, Vietnam (Tan Truong Industrial Zone)
- (iii) Established :March 21, 2008 (date investment license issued)
- (iv) Primary lines of business: :Manufacture and sale of electronic wires and wiring devices
- (v) Fiscal year ends :December 31
- (vi) Number of employees :Approx. 500 (projection for 2009 year-end)
- (vii) Capital: :12 million US dollars
- (viii) Total assets :Approx. 20 million US dollars (projection for 2009 year-end)
- (ix) Sales :Approx. 10 million US dollars (target for FY 2009)
- (x) Shareholders :Hitachi Cable, Ltd. (85%),
Hitachi Cable Fine Tech, Ltd. (15%)
(Hitachi Cable Fine Tech is a wholly-owned subsidiary of
Hitachi Cable, Ltd.)