

September 10, 2009

Company Name: Hitachi Cable, Ltd.
President: Mitsuo Imai
Listings: First Section, Tokyo Stock Exchange, Inc.
First Section, Osaka Securities Exchange Co., Ltd.
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Hitachi Cable subsidiary renamed

Sosey Co., Ltd., a consolidated subsidiary of Hitachi Cable, Ltd., will assume a new name, as described below.

1. Reason for this change

Hitachi Cable is currently expanding its rubber-roller business by acquiring all shares of Sosey Co., Ltd. (hereinafter referred to as "Sosey") as of April 2008, a company with strengths in the growing field of rubber rollers used in copying machines and printers as part of the developing process, making Sosey a subsidiary. Hitachi Cable is also seeking to generate synergies by integrating Sosey's business with the Hitachi Cable Group's rubber-roller operations, including the transfer of Sosey's sales operations to Hitachi Cable and the consolidation of Sosey products under the Hitachi Cable brand as of April 2009.

The decision to change Sosey's name to incorporate the name Hitachi Cable is intended to strengthen the sense of Group unity.

2. New name

Hitachi Cable Rubber Technology Co., Ltd.

3. Date of change

October 1, 2009 (planned)

4. Sosey Profile (as of March 31, 2009)

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| (1) Name | : Sosey Co., Ltd. |
| (2) Head office | : 620-3 Tokura, Shimizu-cho, Sunto-gun, Shizuoka |
| (3) Representative | : President, Takada Harunori |
| (4) Primary areas of operations | : Manufacturing and sales of rubber and plastic products |
| (5) Capital | : 55 million yen |
| (6) Date of founding | : February, 1948 |
| (7) Major shareholders and shareholding percentages | : Wholly-owned subsidiary of Hitachi Cable, Ltd. |
| (8) Number of employees | : 127 |
| (9) Net sales* | : 2,292 million yen |
| (10) Fiscal term | : March, 31 of each year |

* During the fiscal 2009, Sosey shifted from a fiscal year ending January 31 to one ending March 31. Thus, fiscal 2009 covers 14 months from February 1, 2008, through March 31, 2009.