

February 1, 2010

Company Name: Hitachi Cable, Ltd.
President: Mitsuo Imai
Listings: First Section, Tokyo Stock Exchange, Inc.
First Section, Osaka Securities Exchange Co., Ltd.
Code Number: 5812
Contact: Shoichi Kogure,
General Manager, Administration Dept.
Human Resources & Administration Group
TEL: +81-3-6381-1050
Name of Parent company: Hitachi, Ltd.
President: Takashi Kawamura
Code Number: 6501,
First Section, Tokyo Stock Exchange, Inc., etc.

Notice of revision to forecasts of full-year business performance

The forecasts of full-year business performance for fiscal 2010 (April 1, 2009 - March 31, 2010) have been revised as shown below from the figures announced in the “Financial Report for Second Quarter of Fiscal 2010 Ending March 31, 2010,” dated October 28, 2009.

(1) Revisions to forecasts of full-year business performance (April 1, 2009 - March 31, 2010)

	Sales	Operating income	Ordinary income	Net income	Net income per share
Previously announced forecasts (A) (Announced October 28, 2009)	380,000	1,000	1,000	-3,000	-8.25
Revised forecast (B)	375,000	-4,500	-3,000	-8,000	-22.00
Difference : (B) - (A)	-5,000	-5,500	-4,000	-5,000	—
Percentage change (%)	-1.3	—	—	—	—
Reference: Performance in previous fiscal year Year ended March, 31 2009	493,151	-14,740	-19,974	-53,775	-147.92

Note: Figures for sales, operating income, ordinary income, and net income above are given in units of millions of yen. Figures for net income per share above are given in units of yen.

2. Reasons for these revisions

Hitachi Cable Group business performance in fiscal 2010 (April 1, 2009 – March 31, 2010) proceeded largely as initially expected through the cumulative second quarter period (April 1 – September 30, 2009). However, beginning in the third quarter of the consolidated fiscal year (October 1 – December 31, 2009), performance failed to recover to the degree expected, and in the fourth quarter (January 1 – March 31, 2010) as well there is no prospect of a significant improvement in business conditions.

Specifically, the wires and cables business, centered on industrial cables and electric power cables, which in a typical year can be expected to show growth toward the end of the year, is expected to experience sluggish growth due to the impact of restraint in domestic capital investment. In addition, in the businesses of optical submarine cables and network devices for telecommunications carriers, some sales that had been expected to be shipped during this consolidated fiscal year now appear likely to be postponed to the next consolidated fiscal year. Furthermore, it is highly likely that the recovery in demand for products for semiconductor markets, such as compound semiconductors and TAB tape, will slow in the second half of the fiscal year.

The price of copper, a primary raw material for wires, cables, and copper products, is trending higher than expected, driving up net sales. The difficulties in boosting demand described above are expected to have major effects, however, resulting in lower net sales than forecast.

In the area of income as well, although cost reductions focused on fixed costs are progressing as initially expected, the current expectation that net sales will fail to reach the level of initial forecasts has resulted in expectations that operating income and ordinary income will fall below the previous forecasts.

Furthermore, since Hitachi Cable expects to increase the amount of extraordinary losses booked as a result of expansion of business structural reform measures in response to these circumstances, forecasts of net income and net income per share have been revised as well.

Nevertheless, a major increase in income from the previous consolidated fiscal year is still expected. We expect continuing improvements in profitability in the next fiscal year and beyond, based on accelerating structural reforms in unprofitable areas and on cost reduction measures already in place.

Note: The figures for the above forecasts are based on information available at the time this document was prepared. Actual business performance may vary due to various future factors.

The nature of the structural reforms to be implemented and the resulting extraordinary losses are currently under close examination. They will be announced as soon as specific reforms have been finalized.