

February 3, 2011

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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Successor Named for Position of Representative Executive Officer, President and Chief Executive Officer

At a meeting held February 3, 2011, the Board of Directors of Hitachi Cable, Ltd. approved the following successor named for position of Representative Executive Officer, President and Chief Executive Officer.

1. Successor Named for Position of Representative Executive Officer, President and Chief Executive Officer (effective April 1, 2011)

(1) Details

New title	Name	Current title (as of February 3)
Representative Executive Officer, President, Chief Executive Officer, Hitachi Cable, Ltd.	Hideaki Takahashi	Vice President and Executive Officer, President & CEO, Urban Planning and Development Systems Company, Hitachi, Ltd.
Board Director, Hitachi Cable, Ltd.	Mitsuo Imai	Representative Executive Officer, President, Chief Executive Officer & Board Director, Hitachi Cable, Ltd.

(2) Reasons for these changes

Since his appointment to the position in 2009, current Representative Executive Officer, President and Chief Executive Officer Mitsuo Imai has striven to implement business restructuring measures while strengthening the foundations of the Company's management and advancing the Plan "BRIDGE" medium-term management plan, focusing chiefly on strengthening overseas businesses and the field of infrastructure operations. Specific restructuring measures have included the reorganization of the North American auto-parts business and the electronic wires business, which had experienced sustained turbulence since 2008, and the decision to withdraw from the business of chips on film (COF) for LCD use, a market in which persisting conditions have made it difficult to achieve profitability. Such efforts have restored business performance in the electronics and auto-parts businesses.

At the same time, Hideaki Takahashi has devoted his entire career to the field of infrastructures, a main focus of the Hitachi Cable Group. He also offers top management experience both in Japan and overseas.

As the measures implemented since 2009 have been accomplished to some degree, the naming of the individual to succeed the current Representative Executive Officer, President and Chief Executive Officer, timed to coincide with the start of a new fiscal year, is expected to generate further rapid progress in business performance and to strengthen synergies in the Hitachi Group's infrastructure operations.

Plans call for announcement of other matters related to the new Executive Officer structure to be implemented from April 1, following a decision at a meeting of the Hitachi Cable Board of Directors in late February.

2. Brief career history of the newly appointed Representative Executive Officer, President and Chief Executive Officer

Name	:	Hideaki Takahashi
Place of birth	:	Saitama Pref., Japan
Date of birth	:	August 20, 1952
Highest level of education attained	:	March 1978 Master's degree in electrical engineering from the Graduate School of Engineering, Chiba University
Brief career history	:	<p>April 1978 Joined Hitachi, Ltd.</p> <p>February 1998 Appointed General Manager, Elevator Design Department, Mito Works General Manager, Elevator Development Center, Hitachi, Ltd.</p> <p>April 2001 Appointed President, Hitachi Elevator Engineering (Singapore) Pte Ltd.</p> <p>April 2004 Appointed General Manager, Mito Building Systems Division, Urban Planning and Development Systems Group, Hitachi, Ltd.</p> <p>April 2005 Appointed President, Hitachi Building Systems Co., Ltd.</p> <p>April 2007 Appointed Vice President and Executive Officer Group-Executive & CEO, Urban Planning and Development Systems Group General Manager, Motor Power Systems Division, Hitachi, Ltd.</p> <p>July 2009 Appointed Vice President and Executive Officer Group-Executive & CEO, Urban Planning and Development Systems Group, Hitachi, Ltd.</p> <p>October 2009 Vice President and Executive Officer</p> <p>- present President & CEO, Urban Planning and Development Systems Company, Hitachi, Ltd.</p>

Shares of
Hitachi Cable stock held : 0 shares