

## **Aprimo and Hitachi Consulting Announce Alliance to Deliver Marketing Solutions**

**Dallas** — March 18, 2008 — Hitachi Consulting, the global consulting company of Hitachi, Ltd. (NYSE: HIT), today announced an alliance partnership with Aprimo, a global provider of software for Enterprise Marketing Management (EMM), to help companies improve their marketing operations and ability to plan, budget, control, and execute marketing campaigns.

Hitachi Consulting has successfully implemented Aprimo's marketing solution with key clients and continues to develop best in class methodologies to deliver an integrated solution. Hitachi Consulting will work with Aprimo to develop practical solutions that meet and exceed client needs to drive measurable value quickly. With Hitachi Consulting's deep vertical industry experience and national presence, the two companies will focus on clients in Consumer Goods and Retail, High Tech and Software, Telecommunications and Healthcare.

Brian Johnson, group vice president for Hitachi Consulting Business Solutions, said, "Aprimo Marketing Software is widely recognized as an industry leader for marketing automation solutions, and we are pleased to be working with them. Aprimo has a world-class solution that will continue to grow and lead the industry, and with our experience in marketing optimization and automation, the alliance is a logical fit."

"Working with Hitachi Consulting will enhance our ability to serve our clients," said Bob Boehnlein, EVP, Aprimo Global Services. "Hitachi Consulting offers the agility of a smaller firm, the stability of larger firms, with the innovation that comes with being part of Hitachi, Ltd. They know how to work collaboratively with their clients to provide real value and knowledge transfer of skills that lead to self-sufficiency."

Hitachi Consulting was a Silver Sponsor of Aprimo's 10th Anniversary Marketing Summit earlier this year.

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### **About Hitachi Consulting**

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. With more than 1,900 consultants across the United States, Europe and Asia, we leverage decades of business process, vertical industry, and leading-edge technology experience to understand each client's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 35 percent of the Fortune 100 and 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement. For more information, call 877.664.0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com).

Hitachi Consulting – Inspiring your next success! ®

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

**ABOUT APRIMO**

Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Aprimo's integrated suite of applications, Aprimo Enterprise, improves alignment across the Marketing Value Chain (the business processes that connect corporate, brand, field marketing, and external marketing suppliers and agencies) and enables the execution of multi-channel marketing campaigns. Aprimo Enterprise is based on the Enterprise Marketing Backbone, Aprimo's innovative service oriented architecture (SOA), which eliminates marketing as an island of information within the enterprise. Aprimo provides solutions primarily to large enterprises and medium-sized businesses worldwide, including some of the largest companies in the automotive, consumer packaged goods, financial services, life sciences, retail, technology and telecommunications industries. For more information call + 1.317.803.4300 or visit [www.aprimo.com](http://www.aprimo.com).

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