

**FOR IMMEDIATE RELEASE**

**Contacts:**

Tamara Deschryver  
Hitachi America Ltd.  
619.591.5413

[tamara.deschryver@hal.hitachi.com](mailto:tamara.deschryver@hal.hitachi.com)

Philip Weiss  
Definition Branding and Marketing  
212.660.2555 x23

[Philip.weiss@definitionbam.com](mailto:Philip.weiss@definitionbam.com)

## **Michael Casagrande Appointed Hitachi Software's Midwestern Education And Training Consultant**

*-- Education Sales Veteran Will Lead Hitachi Software in the Midwest Region --*

**CHULA VISTA, CA, July 26, 2010** – Hitachi Software Engineering America, Ltd. today announced the appointment of Michael Casagrande as Midwestern Educational and Training Consultant. In his new role, Casagrande will serve as the primary liaison with educators and customers at various educational institutes to introduce Hitachi products and demonstrate how the StarBoard line can deliver 21<sup>st</sup> century learning to the classroom in Indiana, Illinois, Iowa, Kansas, Mississippi, Minnesota, Montana, North Dakota, South Dakota, Nebraska and Wisconsin.

Mr. Casagrande brings a wealth of experience in the education sales market. Prior to joining Hitachi, he served as Regional Sales Manager for netTrekker, a leading educational search and content delivery tool. Casagrande also previously served as an Account Manager for Thomson Learning, and he worked directly with school districts, aiding districts in the implementation of new textbooks and supplements in various grade levels and subject areas.

His primary responsibilities include growing Hitachi's customer base in the Midwest and participating in various sales-related events and trade shows. Mr. Casagrande will also assist in training for dealers and end users.

"Michael brings a wealth of sales leadership experience in the education market as well as a proven track record as an outstanding relationship builder. We are excited to see the Midwestern region educators benefit from his keen understanding of the crucial challenges they face and what they need for their schools to be successful," said Ted Wakabayashi, president of Hitachi Software Engineering.

"I'm excited for the opportunity to begin working with Hitachi Software and helping schools understand how the Hitachi StarBoard can help teachers differentiate their instruction in the classroom and help bridge the student achievement gap," stated Casagrande. "I look forward to growing the market presence of the StarBoard and all Hitachi Software products throughout the Midwest region and providing our current and future schools with the highest level of service and support."

-more-

**ABOUT HITACHI**

Hitachi America, Ltd., headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit [www.hitachi-america.us](http://www.hitachi-america.us). For information on other Hitachi Group companies in the United States, please visit [www.hitachi.us](http://www.hitachi.us).

Hitachi America Ltd., Business Solutions Group markets LCD projectors, interactive panels and whiteboards and security and observation system products through value added resellers, system integrators, distributors and OEM.

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at [www.hitachi.com](http://www.hitachi.com).

###