

Hitachi Beats Competitors with Fastest Midrange System and Impressive Price-Performance Ratio

SYDNEY & AUCKLAND, March 25, 2009 – Hitachi Data Systems Corporation, a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HIT) and the only provider of Services Oriented Storage Solutions, today announced its next-generation midrange storage platform, the Hitachi Adaptable Modular Storage (AMS) 2000 Family, achieved overall best-in-class Storage Performance Council (SPC-1®) benchmark results for a midrange storage system. In SPC-1 benchmark testing, the Hitachi AMS 2500 achieved the fastest throughput results among all midrange storage competitors with dual controllers. With an impressive throughput result of 89,491.81 SPC-1 IOPS®; and an 8.98 millisecond average response time, the Hitachi AMS 2500 provides the best performance and response times for key business applications such as Microsoft Exchange, SQL, Oracle, SAP or any other online transactional processing application, allowing users to more effectively scale their workloads at a best-in-class price point. The Hitachi AMS 2100 achieved among the best SPC-1 Price-Performance ratio in its class at \$5.95/SPC-1 IOPS®, bringing high performance to a new affordable price level and allowing customers to realise a lower total cost of ownership. With companies scrambling to find ways to manage data growth without increasing storage expenses or performance penalties, this impressive price-performance ratio reiterates Hitachi's continued efforts to help customers establish a path towards optimising their storage environment. This results in greater return on their storage asset investments and lower overall power and cooling consumption. "Hitachi has raised the bar on value and performance for modular storage," said Mike Walkey, senior vice president of channels, Hitachi Data Systems. "As our customers' storage demands grow, the highest levels of performance are often necessary to meet challenging infrastructure requirements. With the industry's leading performance in response time and an extremely attractive price-performance ratio, our customers are able to meet SLA agreements, enable better operational efficiencies, simplify their management, and reduce total cost of ownership." "This latest benchmark is impressive and demonstrates that Hitachi will continue to deliver exceptional value to support customer IT infrastructures, both today and in the future," said Tony Palmer of ESG Lab. "Hitachi's AMS 2000 Family delivers the type of performance required to satisfy both the growing storage environments and dynamic application requirements of today's midrange customers." About the Hitachi AMS 2000 Family In October 2008, Hitachi announced the next-generation of midrange storage platforms, the Hitachi Adaptable Modular Storage (AMS) 2000 Family. With an emphasis on operational efficiency, this series delivers several times the performance compared to prior generations, and also offers storage consolidation for iSCSI, NAS and Fibre Channel storage area network (SAN) connections. The AMS Family is comprised of three models: the Hitachi AMS 2100, the Hitachi AMS 2300, and the Hitachi AMS 2500. The entire portfolio of midrange storage systems meets the benchmarking standard "Five 9's" of availability. The Hitachi AMS 2000 Family has many advanced features such as Symmetrical Active/Active Controllers with Dynamic Load Balancing, SATA/Serial Attached SCSI (SAS) Backplane for maximum configuration flexibility, "Spin down; Spin up" Power Savings Feature, and is optimised for Virtual Server Environments. For more information on the SPC-1 Results for the Hitachi AMS 2000 family, visit: AMS 2500: http://www.storageperformance.org/results/benchmark_results_spc1#a00078AMS2500; AMS 2300: http://www.storageperformance.org/results/benchmark_results_spc1#a00077AMS2300; AMS 2100: http://www.storageperformance.org/results/benchmark_results_spc1#a00076 About SPC The SPC is a non-profit corporation founded to define, standardise and promote storage system benchmarks and to disseminate objective, verifiable performance data to the computer industry and its customers. SPC membership is open to all companies, academic institutions and individuals. The SPC created the first industry-standard performance benchmark in 2001, targeted at the needs and concerns of the storage industry and its goal is to serve as a catalyst for performance improvement in storage. For a complete list of SPC-1, SPC-2, SPC-1C, and SPC-2C Results, visit <http://www.storageperformance.org/home> About Hitachi Data Systems Hitachi Data Systems Corporation provides Services Oriented Storage Solutions that enable heterogeneous storage to be dynamically provisioned according to business needs and centrally managed via industry-leading Hitachi storage virtualisation software. With over 4,000 employees, and as an integral part of the Hitachi Storage Solutions Group, Hitachi Data Systems delivers storage infrastructure platforms, storage management software, and storage consulting services through direct and indirect channels in over 170 countries and regions. Its customers include nearly 60-percent of Fortune 100 companies. For more information, visit the company's website at <http://www.hds.com>. About Hitachi, Ltd. Hitachi, Ltd., (NYSE: HIT/TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.2 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, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>. 2009, Hitachi is a registered trademark of Hitachi, Ltd. and/or its affiliates in the United States and other countries. Hitachi Data Systems is a registered trademark and service mark of Hitachi, Ltd. in the United States and other countries.