

Hitachi and Cegedim Relationship Management Announce Strategic Partnership to Provide Customer Relationship Management Solutions to Life Sciences Companies

Hitachi to Offer Cegedim Relationship Management's Mobile Intelligence to Pharmaceutical Clients in Asia Pacific Region

Singapore - July 19, 2011 – [Hitachi, Ltd.](#) (NYSE: HIT / TSE: 6501) and [Cegedim Relationship Management](#) today announced a formal strategic partnership to offer Customer Relationship Management (CRM) solutions to Life Sciences companies in the Asia Pacific region. Hitachi, who provides consulting and system implementation services to the pharmaceutical industry, will offer Cegedim Relationship Management's industry-leading Customer Relationship Management (CRM) solution, Mobile Intelligence, to its clients.

The rapidly evolving Life Sciences industry in the Asia Pacific region is facing a number of challenges including the introduction of new blockbuster drugs, industry restructuring, healthcare system changes, and pressure on sales and marketing teams to operate more efficiently and productively. Life Sciences companies are seeking cost-effective, ready-to-use technology solutions that will help them address these challenges and to remain competitive in the market place.

In order to meet customers' needs, Hitachi and Cegedim are combining their strengths to better serve their customers and prospects. "We are proud to partner with a high caliber company such as Hitachi," said Rolf Pekar, President, Asia Pacific, Cegedim Relationship Management. "The alliance is a logical one as both companies are leading IT solutions providers to Life Sciences companies in the region. Our joint customers will benefit from an innovative, flexible, out-of-the-box CRM solution, implemented and supported by a company that understands their unique requirements."

Hitachi offers the pharmaceutical industry consulting and system implementation services on various IT solutions such as R&D, manufacturing and ERP systems. According to the partnership agreement, Hitachi has added Mobile Intelligence to their pharmaceutical industry service menu. The solution will initially be offered in Japan, with plans to expand to other countries in the Asia Pacific region.

Cegedim Relationship Management, the world's leading Life Sciences CRM provider, will ensure the delivery of the primary goal of the partnership - total customer satisfaction. Both companies will continue to bring state-of-the-art solutions and services to Life Sciences organizations based on the foundation and experience of their proven technology and consistent dedication to advancing industry thought-leadership.

*About
Cegedim
Relationship
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group. To learn more, please visit www.cegedim.com/rm.

*About
Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit www.cegedim.com.

*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 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 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 <http://www.hitachi.com>.

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