

April 1, 2016

**Endoscopic ultrasound: Olympus and Hitachi continue strategic partnership**

(Tokyo, April 1, 2016) Olympus Corporation (“Olympus”) and Hitachi, Ltd. (“Hitachi”) renew and continue their strategic alliance in endoscopic ultrasound (EUS) that had started as a cooperation with Aloka Co.,Ltd. (“Aloka”), combining Olympus market-leading endoscopic knowledge with the sophisticated ultrasound technology of Aloka. Part of the renewal of the agreement is to ensure the compatibility of both systems and to coordinate R&D activities to maintain the highest standards in endoscopic ultrasound in the future. Recently the Aloka ProSound product line was marketed under the brand “Hitachi/Aloka”. The cooperation is going to remain after the upcoming reorganization at Hitachi, as Hitachi Medical Corporation (“Hitachi Medical”) and Hitachi Aloka Medical, Ltd. (“Hitachi Aloka Medical”) will merge into Hitachi effective April 1, 2016.

“Hitachi is a strong partner. Working together in a synergy of high-end technologies, we are able to offer exceptional EUS imaging quality that supports physicians in the more accurate diagnosis of gastrointestinal diseases as a basis for the best possible treatment of patients,” says Katsuyuki Saito, Head of GI&R Business Unit, Olympus.

The range of products and innovative technologies of both Olympus and Hitachi are market leading. Both companies focus on continuous research in order to develop a variety of EUS applications. Because of the recent successful cooperation, Olympus ultrasound endoscopes are powered by the cutting-edge ProSound F75 Ultrasound System, a sophisticated tuning dedicated to EUS applications developed in partnership with Hitachi.

The alliance is based on a worldwide network of experts with a deep passion for customer satisfaction and focusing on clinical benefits and efficiency. “The current Hitachi/Aloka ProSound F75 and Olympus product line of endoscopes are outstanding. Combining our highly specialized knowledge to align the systems results in enormous benefits in clinical daily use,” adds Mr. Toshihiko Kawano, Executive General Manager, Diagnostic Systems Division, Healthcare Business Unit, Hitachi Ltd. “With the clinical and patient needs in mind, we are therefore glad to continue our cooperation.”

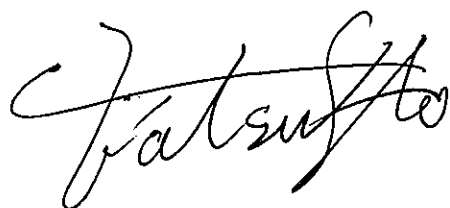
The further development of the compatibility of the systems will provide precision for diagnostic and therapeutic purposes. It will support physicians to identify and stage gastrointestinal diseases and cancers. Furthermore, the quality of care is increased by using the EUS technology, and patient satisfaction is enhanced by a less invasive approach compared to conventional surgical diagnosis.

**About Hitachi**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with its talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2014 (ended 31 March, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

**About Olympus**

Olympus Corporation (President: Hiroyuki Sasa), headquartered in Tokyo, Japan, strives to realize better health and happiness for people by being an integral member of society, sharing common values, and proposing new values through its business activities. For more than 96 years, Olympus has been committed to helping people enjoy continuum of life through innovative solutions in the core business areas of Medical Business, Scientific Solutions Business, and Camera and Audio Business. For more information on Olympus, please visit our website at <http://www.olympus-global.com/en/index.jsp>



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