

FOR IMMEDIATE RELEASE

Contacts:

Toni Martin

Hitachi Power Systems

(908) 605-2745

toni.martin@hal.hitachi.com

HITACHI POWER SYSTEMS AMERICA AWARDED A CONTRACT FOR SUPPLY OF MERCURY OXIDATION CATALYST FOR We ENERGIES

-- Hitachi providing TRAC™ its Triple Action Catalyst --

BASKING RIDGE, N.J. and PLEASANT PRAIRIE, WI. January, 2008 - Hitachi Power Systems America, Ltd., a wholly owned subsidiary of Hitachi America, Ltd., today announced that it has been awarded a contract to supply a layer of Mercury Oxidation SCR Catalyst for We Energies' Pleasant Prairie Power Plant (P4). Financial terms were not disclosed.

Hitachi Power Systems successfully demonstrated an SCR catalyst that is capable of significantly increasing the oxidation of mercury in a slip steam reactor on the 620MW Powder River Basin coal-fueled unit at the Pleasant Prairie Power Plant located in Wisconsin. In conjunction with these current results and prior demonstrations, a full layer of this catalyst will be installed in the same Pleasant Prairie unit next spring. This is the first purchase of a full layer of a mercury oxidizing SCR catalyst designed for a PRB coal-fueled plant.

Hitachi is providing TRAC™ its Triple Action Catalyst while simultaneously reduces NO_x, minimizes SO₂ to SO₃ conversion, and oxidizes mercury without additives. The Pleasant Prairie installation will provide We Energies with the potential to achieve all three environmental constraints.

In announcing the agreement, Henry Bartoli, CEO and president of Hitachi Power Systems America stated, "Based on the 50 years of Hitachi's experience and technology in this market segment, our design is the most cost effective and technically superior solution to meet the latest SCR performance criteria as required by the industry."

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About We Energies

We Energies serves more than 1.1 million electric customers in Wisconsin and Michigan's Upper Peninsula and more than 1 million natural gas customers in Wisconsin. Our energy prices are approximately 10 percent below the average for major U.S. cities. We Energies is the trade name of Wisconsin Electric Power Company and Wisconsin Gas LLC, the principal utility subsidiaries of Wisconsin Energy Corporation (NYSE: WEC). Visit the We Energies Web site at www.we-energies.com. Learn more about Wisconsin Energy Corporation by visiting www.wisconsinenergy.com.

TRAC™ is a trademark of Hitachi Power Systems America, Ltd.

ABOUT HITACHI

Division's boilerplate.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and provides industrial equipment and services throughout North America. For more information, visit www.hitachi.us.

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>.

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