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**TDK ELECTRONICS LICENSES LTO ULTRIUM FORMAT GENERATION 2;
LEADING TAPE STORAGE VENDORS RALLY BEHIND LTO ULTRIUM FORMAT**

SILICON VALLEY, CALIF. — (February 19, 2003) — Demand for the LTO Ultrium format Generation 2 continues to grow as HP, IBM, and Seagate Removable Storage Solutions, the technology provider companies for the LTO (Linear Tape-Open) Program, today announced TDK Electronics Corporation as an Ultrium format Generation 2 licensee. TDK Electronics Corporation is one of the world's leading manufacturers of digital media, and is a subsidiary of TDK Corporation (NYSE: TDK).

"The rapid adoption and success of the LTO Ultrium format Generation 1 made the decision for us," said Robert Dietz, national sales manager, TDK-OEM. "The Ultrium format Generation 2 provides our customers with necessary speed and capacity to meet their growing storage needs, and we look forward to the promise of future generations as outlined in the LTO technology roadmap. Having the backing of the three storage industry leaders – HP, IBM and Seagate – makes our investment in the LTO technology an excellent one."

The LTO Ultrium format Generation 2 storage capacity increases up to 400GB compressed (assuming a 2:1 compression). The data transfer speed of the Ultrium format Generation 2 also advances, increasing up to 80MB/s compressed. The second generation Ultrium tape drives offer backwards compatible read-and-write capability with the Ultrium format Generation 1.

"Multiple licensees of the Ultrium format Generation 2 provide the IT industry with powerful reasons for continued support of the Ultrium format," said Frank Harbist, general manager, Nearline Storage HP Network Storage Solutions. "Participation by key media storage vendors such as TDK Electronics is among the many reasons why the LTO Ultrium has become the number one midrange super tape-drive technology. The LTO Ultrium format Generation 2's doubled speed and capacity, multiple vendor and feature choice, data interchangeability, technical advantages, reliability and scalability all add up to make the LTO Ultrium the obvious choice."

To ensure data interchange compliance, the LTO Program requires all licensees to pass a series of compliance verification tests, which call for rigorous data interchangeability testing before being issued a license and the right to display the trusted Ultrium trademark. Compliance testing of all Ultrium products must be completed annually to ensure that all manufacturers adhere to the LTO Ultrium format specifications. Buyers seeking true Ultrium format-compliant products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges.

How to License LTO Ultrium Technology

The LTO Program offers several different license packages – from enhanced packages that provide the specifications to manufacture Ultrium Generation 2 products, to basic license packages, providing Ultrium format specifications and guidelines for interchangeability.

Buyers seeking true Ultrium format-compliant products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges. Storage and media manufacturers interested in licensing LTO technology may obtain information by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by e-mail at LTO_INFO@ladasparry.com.

About Linear Tape-Open (LTO) Technology

LTO technology is a powerful, scaleable, open tape format created by technology providers HP, IBM Corporation and Seagate Removable Storage Solutions to meet the growing demands of data protection in the midrange to enterprise-class server environments. This new generation of tape storage products is designed to deliver outstanding performance, capacity and reliability combining the advantages of linear multi-channel, bi-directional formats with enhancements in servo technology, data compression, track layout, and error correction.

The LTO Ultrium format storage solution is a single-reel, high-performance tape cartridge suitable for backing up, restoring, and archiving applications. As a technology for ultra-high capacity storage, the LTO Ultrium format is the only tape storage technology with a well-defined four-generation roadmap for growth and scalability – a roadmap that projects a doubling of speed and capacity with each new generation, and the delivery of significant data integrity improvements over current tape storage formats.

While the LTO Program gives licensees wide latitude in implementing mechanical and electrical designs, strict adherence is required to format specifications impacting the ability to read and write Ultrium format tape cartridges. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO Program. With numerous compliance checkpoints for each LTO technology product, end-users and OEMs can benefit from data interchangeability between LTO products regardless of the manufacturer.

Ultrium tape mechanism and tape cartridge interchange specifications are available on a licensee basis. For additional information on LTO Ultrium technology, visit the Ultrium Web site at www.ultrium.com.

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Note: Linear Tape-Open, LTO, and Ultrium are U.S. trademarks of HP, IBM and Seagate.