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SONY MEDIA EARNS LTO ULTRIUM GENERATION 3 LICENSE

SILICON VALLEY, CALIF. — (Sept. 28, 2004) — Certance, HP and IBM Corporation, the three technology provider companies for the LTO (Linear Tape-Open) Program, today announced Sony Electronics Inc. as the latest licensee of the LTO Ultrium format generation 3.

“Sony has experienced tremendous success as an early and ongoing supporter of LTO technology,” said Masaki Hattori, director of marketing for data media in Sony Electronics’ Media & Application Solutions division. “As one of the first media manufacturers approved to bring third-generation LTO Ultrium tapes to market, we plan to continue serving our customers with the quality and reliability they’ve grown to expect.”

As an open specification, the LTO Ultrium format provides increased competition to the marketplace, technical innovation through collaboration, data interchangeability amongst a variety of vendor offerings, multiple product feature choices, and scalability for growth. In fact, the LTO Program product specifications are available for any company to license and develop products based on the Ultrium format.

“With the release of the third generation LTO Ultrium format, the LTO Program is sticking to its announced roadmap, as we have with LTO Ultrium generations 1 and 2,” said Barry Rudolph, Vice President, Tape Storage Systems, IBM. “We are thrilled with the tremendous endorsement by licensees of the LTO Ultrium generation 3, which speaks to the heart of the LTO Program – a pro competitive structure that provides end users with a choice from multiple sources of media and drive suppliers.”

The LTO Ultrium format generation 3 features doubled storage capacity over generation 2 to 800GB compressed (assuming a 2:1 compression) and data transfer rates to 80-160 MB per second compressed (assuming a 2:1 compression). Generation 3 drives offer backwards-compatible read-and-write capability with the Ultrium format generation 2 cartridges and backward read capabilities with generation 1 cartridges, helping to simplify implementation and protect user investments.

Potential licensees are required by the LTO Program 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 confirm that all manufacturers adhere to the LTO Ultrium format specifications. Buyers seeking true Ultrium format compliance products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges.

Storage and media manufacturers interested in licensing third-generation LTO technology may obtain information by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by email at LTO_INFO@ladasparry.com.

How to License LTO Ultrium Technology

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

Buyers seeking 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, adaptable open tape format created by technology providers Certance, HP, and IBM Corporation to help meet the growing demands of data protection in the midrange to enterprise-class server environments. This ultra-high capacity 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 has a well-defined roadmap for growth and scalability – a roadmap that projects a doubling of speed and capacity with each new generation. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO Program. Ultrium tape mechanism and tape cartridge interchange specifications are available on a licensee basis. For additional information on LTO technology, visit the LTO Program Web site at www.ultrium.com.

About Sony Electronics' MAS Division

Sony Electronics has been setting new standards in data recording excellence since 1950, when the company marketed the first magnetic recording tape in Japan. Over fifty years later, its Media & Application Solutions (MAS) division is a leading supplier of professional and consumer data, audio and video media. Additional details are available online at www.mediabysony.com or the Sony news and information Web site at www.sony.com/news. For more information regarding the nearest Sony authorized dealer or service location, call 1-800-686 SONY.

Note: Linear Tape-Open, LTO, the LTO logo, Ultrium, and the Ultrium logo are trademarks of Certance, HP and IBM in the U.S. and other countries.