

FOR IMMEDIATE RELEASE

**Hitachi Maxell Ltd. Signs as 18th Licensee of the LTO Program
*LTO Program Endorsement is Unparalleled in Tape Storage Industry***

SILICON VALLEY, Calif., Sept. 29, 1999 — Hewlett-Packard Company, IBM Corporation and Seagate Technology Inc., the technology provider companies of Linear Tape-Open (referred to as LTO technology) today announced that Hitachi Maxell Ltd (Maxell) is the technology's 18th licensee. Maxell has acquired a tape-cartridge license package, enabling the company to manufacture Ultrium tape-cartridges.

“By purchasing an Ultrium tape-cartridge license, Maxell joins an impressive array of media powerhouses and demonstrates its commitment to the LTO technology program,” said Jack Trautman, general manager, Hewlett-Packard's Tape Storage Division. “The company will play an important role in broadening the reach of LTO technology-based products to the global market.”

Maxell brings the number of media manufacturers possessing Ultrium licenses to six, joining EMTEC, Fuji Photo Film, Imation, Quantegy and Verbatim. The Ultrium format, one of two formats based on LTO technology, uses a single-reel cartridge and 1/2-inch media. First-generation products are slated to feature capacities of up to 200GB (100GB native) and data transfer rates of up to 40MB/s (20MB/s native), assuming a 2:1 compression ratio.

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Additional LTO licensees include Accutronics, Alps Electric, Benchmark Tape Systems, Fujitsu/FCPA Intellistor, HP, Hi/fn, IBM, Mountain Engineering II, NEC, Overland Data, Philips Semiconductor and Seagate.

“The number of licensees planning to develop LTO products demonstrates that this technology should outlive all current tape technologies,” said Tom Yamakawa, general manager, Information Media Division, Maxell. “The broad industry support it has already obtained will help provide a migration path for our existing customers to higher capacity and performance at a lower cost per megabyte.”

LTO technology, a powerful, open-tape architecture, is setting the stage for a new generation of tape-storage products that are expected to surpass current tape capacity and performance benchmarks, while maintaining the highest data integrity. It combines the advantages of linear multi-channel, bi-directional formats with enhancements in servo technology, data compression, track layout and error-correction code to maximize capacity, performance and reliability.

Maxell, headquartered in Tokyo, Japan, is one of the world’s leading companies for producing both magnetic tapes and data storage media, with fiscal 1998 (ended March 31, 1999) consolidated sales of 208,291 million yen (\$1,728 million). For years Maxell has led in the development and supply of advanced data media, audio and video tapes and energy products. For more information on Maxell, please visit Maxell’s web site at www.maxell.co.jp.

Ultrium and Accelis tape mechanism and tape cartridge interchange specifications are available on a licensee basis. Licensing information is available by contacting the Law Offices of Ladas & Parry at (323) 934-2300 or by e-mail at LTO_INFO@ladasperry.com.

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More information on LTO technology is available on the LTO Web site at www.lto-technology.com.

Contact information: http://www.lto.org/newsroom/tool_directory.html

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