

FOR IMMEDIATE RELEASE

For more information, contact:

Keith R. Pillow

Fleishman-Hillard, Inc.

(213) 489-8211

pillowk@fleishman.com

**FUJIFILM AND MAXELL PASS STRINGENT
LINEAR TAPE-OPEN PROGRAM COMPLIANCE TESTING**

SILICON VALLEY, CALIF. — (June 21, 2000) — Hewlett-Packard Company, IBM Corporation and Seagate Technology, Inc., technology provider companies for Linear Tape-Open technology (referred to as LTO technology), today announced that Fuji Photo Film and Maxell have successfully completed the Ultrium compliance verification testing process for media. These two companies have become the first LTO technology licensees to earn the right to use the Ultrium format compliance trademark on their media products.

“At the core of LTO technology is verified data interchange between different manufacturers, and the demonstration of this by Fujifilm and Maxell is significant to both the tape industry and the tape backup marketplace,” said Kevin Perry, executive director of marketing and business development, Seagate Removable Storage Solutions. “As the first companies to achieve rigorous Ultrium format compliance, Fujifilm and Maxell have demonstrated the program’s ability to license products that embrace an open format and minimize users’ risks in doing business between different vendors. This milestone is proof that the process set forth three years ago works and that the LTO program can develop and produce best-in-breed solutions for midrange and networked tape backup applications.”

The LTO program format verification process is the industry’s first independently administered and executed process for tape storage devices. A major benefit of the third-party testing process is that licensees will only be allowed to use LTO program trademarks after initial and subsequent annual compliance verification tests. Buyers seeking true LTO technology format-compliant products should look for the Ultrium format compliance verification marks on drives and cartridges manufactured by various LTO technology licensees.

Fujifilm and Maxell's achievements signal a new phase for the LTO program, one that will culminate with the market introduction of Ultrium format compliant products from multiple manufacturers. Compliance verified products will adhere to the Ultrium format specifications for data interchange, enabling a competitive market environment to exist where only proprietary formats have previously been available. The verification trademarks are designed to promote consumer confidence that LTO-marked products from various manufacturers have undergone and passed stringent data interchange testing.

"Fujifilm is pleased to be one of the first companies to complete the Ultrium compliance verification testing process," remarked Steve Solomon, senior vice president and general manager, Computer Products Division, Fuji Photo Film U.S.A. Inc. "This represents a major step in the LTO program's goal of multi-vendor interchangeability while further strengthening Fujifilm's position in the industry as a provider of innovative, reliable data tape storage products."

"The ability for Maxell to use the Ultrium format mark on compliant products will contribute to user confidence in LTO technology formats," said Tom Yamakawa, general manager, Information Media Division, Maxell. "It not only guarantees users that our media will be compatible with all LTO technology-compliant drives, but also ensures they will receive the highest level of data integrity available."

"This milestone is shared by the 28 LTO technology licensees, which includes several of the major storage, media and server companies in the computer industry, as well as by several tape automation companies that plan to include Ultrium format drives in their autoloader and library offerings," said Fara Yale, chief analyst, Dataquest. "It demonstrates that companies in this industry have the ability to combine their individual strengths and work together on behalf of solutions which they believe will ultimately benefit the end user."

Fuji Photo Film Co., Ltd. (NASDAQ: [FUJIIY](#)), headquartered in Tokyo, Japan, is one of the world's leading manufacturers and marketers of imaging and information products. Fujifilm's worldwide English-language Web site can be found at <http://home.fujifilm.com>.

Maxell, headquartered in Tokyo, Japan, is one of the world's leading companies for producing both magnetic tapes and data storage media. For more information on Maxell, please visit Maxell's Web site at <http://www.maxell.co.jp>.

About Linear Tape-Open (LTO) Technology

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.

The Ultrium format is one of two formats based on LTO technology. It uses a single-reel media with capacities of up to 100GB native and data-transfer rates of up to 20MB/s native and 40MB/s compressed (assuming a 2:1 compression ratio).

The Accelis format is a fast-access, dual-reel implementation that is designed to offer data retrieval in less than 10 seconds. Both formats have an identified four-generation roadmap for future capacity and performance enhancements.

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 Accelis or Ultrium cartridges. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO program.

Ultrium and Accelis tape mechanism and tape cartridge interchange specifications are available on a licensee basis. For licensing information, contact the Law Offices of Ladas & Parry at (323) 934-2300 or by e-mail at mailto:LTO_INFO@ladasperry.com. For additional information on LTO technology, visit the LTO Web site at <http://www.lto-technology.com/>.

#

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