



FOR IMMEDIATE RELEASE

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**TDK ELECTRONICS COMPLETES LINEAR TAPE-OPEN PROGRAM
COMPLIANCE VERIFICATION PROCESS**

TDK Becomes Fifth Licensee of LTO Ultrium Media Products

SILICON VALLEY, CALIF. — (September 24, 2001) — Hewlett-Packard Company, IBM Corporation and Seagate Removable Storage Solutions LLC, technology provider companies for Linear Tape-Open (LTO) technology, today announced that TDK Electronics Corporation (NYSE: TDK), one of the world's leading manufacturers of digital media, is the fifth media company to successfully complete the Ultrium compliance verification testing process.

"The LTO Program is pleased to announce the addition of one of the world's largest tape manufacturers," said Neville Pawsey, general manager of HP Networked Storage Solutions – Bristol, on behalf of the Program. "This announcement gives end users another choice and more flexibility in the selection and purchase of Ultrium tape cartridges and helps deliver on the promise of an open format."

Unique to the LTO Program, the rigorous compliance verification process for Ultrium drives and media 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 the Ultrium compliance verification trademarks after passing initial and subsequent annual compliance verification tests. The Ultrium compliance verification trademarks help promote consumer confidence in products bearing the trademarks from various manufacturers which have undergone and passed stringent data interchange testing. Buyers seeking true Ultrium format-compliant products should look for the Ultrium mark on both drives and media. All tests are independently performed by Measurement Analysis Corp. (MAC) of Torrance, Calif.

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“Our customers are excited about the features behind LTO Ultrium products, and this process supports our debut into the Ultrium media market,” said Robert Dietz, OEM national sales manager for TDK. “Our relationship with the LTO Program enables us to continue TDK’s growth in the digital media sector by providing our customers with a variety of high-quality products and services. The Ultrium line of media is a natural extension for us.”

The certification of an additional media supplier for LTO Ultrium drives gives tape administrators even more storage options. Companies can now select from several feature, performance and pricing options to meet their unique storage management needs.

TDK Corporation is a world leader in digital media based in Japan. In addition to LTO Ultrium media, the TDK data storage media line includes CD-RW Rewritable Compact Discs; CD-R Recordable Compact Discs; Magneto-Optical (MO) disks; 4mm and 8mm Data Cartridges; QIC Data Cartridges and Floppy Disks. TDK also offers DVD-R (authoring), DVD-R (for PC use), DVD-RW and DVD-RAM media, as well as the new 4.7 GB DVD-R discs, which are now available from specialty catalogs and distributors. For further information, please visit <http://www.tdk.com>.

About LTO Ultrium Technology

LTO Ultrium technology is a powerful, open tape architecture that has set the stage for a new generation of tape storage products that are surpassing current tape capacity and performance benchmarks, while maintaining the highest data integrity. The LTO Ultrium format 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 uses a single-reel media, with capacities of up to 100GB native/200GB compressed and data-transfer rates of up to 20MB/s native and 40MB/s compressed (assuming a 2:1 compression ratio).

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 cartridges. 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. Licensing information is available by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by e-mail LTO_INFO@ladasparry.com. For additional information on the LTO Ultrium format, please visit the LTO Ultrium Web site at <http://www.ultrium.com>.

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