



For Immediate Release

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TDK ELECTRONICS TAKES LTO GENERATION 3 LICENSE

SILICON VALLEY, CALIF. — (Oct. 13, 2004) — Momentum continues to build around the latest LTO Ultrium format generation as Certance, HP and IBM Corporation, the three technology provider companies for the LTO (Linear Tape-Open) Program, today announced TDK Electronics as the most recent LTO Ultrium format generation 3 licensee.

"TDK is thrilled to be able to offer LTO Ultrium 3 media on schedule, fulfilling our commitment to the timely delivery of top quality storage solutions ideally suited for demanding, mission critical applications." said Bruce Youmans, Vice President of Marketing, TDK Electronics Corporation. "The LTO Ultrium format has been indispensable for many of our customers, and this third generation fully rises to the challenge of meeting their continuously expanding storage needs. Like all TDK recording media, our LTO Ultrium 3 tapes will be manufactured to the industry's highest standards, providing exceptional stability, top performance and unmatched reliability."

"Strong support from leading media storage vendors is another example of the LTO Ultrium format's position as the preferred super tape drive technology in the midrange marketplace," said Howard Matthews, president and CEO, Certance LLC. "While some tape technology formats change roadmaps frequently, LTO customers have come to trust the LTO Program's technology roadmap that has gone unchanged since it was announced in 1998. The LTO format generation 3 will deliver technology that adapts to any storage environment to meet ever changing data storage needs."

LTO Ultrium format generation 3 features doubled cartridge storage capacity of up to 800GB compressed (assuming a 2:1 compression) and data transfer rates up 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 preserve user investments and ease integration of the LTO generation 3 technology.

As an open specification, the LTO Ultrium format provides increased competition to the marketplace, technical innovation through collaboration, data interchangeability with multiple tape drive manufacturers, multiple vendor feature choices, and scalability for growth. The LTO Program

makes the technology specifications available to any company seeking to license and develop products based on the Ultrium specifications.

In adherence to its compliance testing, the LTO Program requires that all licensees 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-compliance 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 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, scalable, 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 TDK

TDK Corporation (NYSE: TDK) is a leading global electronics company based in Japan. It was established in 1935 to commercialize “ferrite,” a key material in electronics and magnetics. The company today is a world leader in digital audio and video recording solutions. Its line of Indi DVD and veloCD burners, MOJO portable audio players, and accessories represents today’s most advanced thinking in high-tech lifestyle electronics. In addition, TDK is a world leader in advanced optical recording media with a full line of CD-R, CD-RW, and recordable/rewritable DVD discs, including the exclusive Armor Plated DVD, discs that are up to 100x more scratch resistant than standard DVD media. For additional information about TDK, contact Franklyn Roth, FM Group Public Relations, (631) 612-2400, or by e-mail at franklyn.roth@fm-group.net.

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

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