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**TOSHIBA BROADENS PERSONAL STORAGE LINE WITH 250GB PORTABLE  
EXTERNAL HDD AND INTERNAL UPGRADE KITS FOR MOBILE PCs**

*Consumer Digital Content Creation Drives Demand for Data Backup  
and Increasing HDD Storage Capacity*

**IRVINE, Calif., October 30, 2007** – Toshiba Storage Device Division (SDD), the industry pioneer in small form factor hard disk drives (HDDs), today added a 250GB<sup>1</sup> USB 2.0 Portable External Hard Drive - the highest capacity available in this form factor - to its lineup of personal storage devices and introduced a new line of internal notebook HDDs for mobile PCs to meet the growing demand for personal storage solutions.

Addressing the explosion in digital video, music, photos and information content, the new 250GB 2.5-inch portable external hard drive is capable of storing up to either 71,000 digital photos, 65,000 MP3 music files, 110 hours of DVD videos or 29 hours of high-definition videos. Toshiba's click-free, switch-free and button-free backup solution is bundled with the award-winning NTI Shadow™ software, enabling even digital novices to easily embrace data backup and enjoy peace-of-mind in knowing critical and cherished digital files are protected.

Toshiba also has added a retail line of internal notebook HDDs to augment the growing demand for storage capacity in mobile PCs. Available in 80GB, 120GB, 160GB, 200GB and 250GB capacities, Toshiba's new notebook HDDs offer consumers a wide range of options to enhance existing hardware.

“Consumers are generating an astronomical amount of digital content as new applications, channels and tools continue to expand personal digital libraries,” said Maciek Brzeski, vice

president of marketing, Toshiba SDD. “These new personal storage tools give consumers more capacity to house and protect valuable personal memories and information, and provide an affordable and easy enhancement for investments in current PC products.”

***Built with Usability, Portability and Reliability in Mind***

Toshiba's USB 2.0 portable external HDDs are available in 120GB, 160GB, 200GB and 250GB capacities and have been designed with convenience and portability in mind. Along with NTI Shadow™ software, Toshiba has incorporated a special patent-pending shock mounting system into its personal storage solution to deliver extra protection against normal wear and tear. In addition, the drives' ventilated and sleek black aluminum housing provides a stylish complement to other digital devices, while helping dissipate heat more efficiently than similar products on the market. This easy-to-use solution is ideal for any home or small business.

Manufacturer suggested retail prices (MSRP)<sup>2</sup> are:

- 250GB: \$189.99
- 200GB: \$169.99
- 160GB: \$139.99
- 120GB: \$109.99

***New Internal Notebook HDDs Deliver Reliable Mobile PC Upgrades***

Toshiba's notebook HDDs are compatible with every major brand of Serial ATA-enabled mobile computer and feature Toshiba's proven, state-of-the-art perpendicular magnetic recording (PMR) technology, native command queuing (NCQ) and tunnel magneto-resistive (TMR) head recording for increased capacity, reliability and performance. These new drives also include:

- Intelligent Serial ATA interface
- Read/write cache for increased performance
- Low power consumption with adaptive power modes and Serial ATA DIPM
- Internal shock detection and ramp loading technology to help protect the drive
- Compatibility with Windows XP and Vista as well as Mac OS X and Linux

Manufacturer suggested retail prices (MSRP)<sup>2</sup> are:

- 250GB: \$189.99
- 200GB: \$159.99
- 160GB: \$129.99
- 120GB: \$99.99
- 80GB: \$79.99

***Toshiba Personal Storage Solutions Available at Major Retailers Now***

Toshiba's 250GB USB 2.0 Portable External Hard Drive and line of internal notebook HDDs for mobile PCs are now available at [www.toshibadirect.com](http://www.toshibadirect.com) and through major retailers and online outlets. For a complete list, please visit [www.wheretobuy.toshibastorage.com](http://www.wheretobuy.toshibastorage.com).

### *Product Specifications*

<b>Product Name</b>	<b>Toshiba USB 2.0 Portable External Hard Drive</b>
<b>Capacities</b>	250GB <sup>1</sup>
<b>Dimensions</b>	0.94" (H) x 3.5" (W) x 5.6" (L) 23.65mm (H) x 88.0mm (W) x 142.08mm (L)
<b>Interface</b>	USB 2.0 (USB 1.1 compatible)
<b>Compatibility</b>	Microsoft Windows 2000/XP/Vista Macintosh OS X 10.3.9 or later
<b>System Requirements</b>	Available USB 2.0 Port CD-ROM Drive (for software)
<b>Inside the Box</b>	Toshiba USB 2.0 Portable External Hard Drive USB 2.0 cable NTI Shadow™ software Quick install guide 1-Year limited warranty
<b>Certifications</b>	FCC/CE/UL approved USB hi-speed RoHS compatible Designed for Windows XP and works with Vista Mac OS X 10.3.9 or later (Universal Application)

<b>Product Name</b>	<b>Toshiba Notebook Hard Drive</b>
<b>Capacities</b>	80GB, 120GB, 160GB, 200GB*, 250GB <sup>1</sup>
<b>Dimensions</b>	0.37" (H) x 2.75" (W) x 3.94" (L)
<b>Interface</b>	Serial ATA Interface
<b>Weight</b>	3.4/3.5 oz
<b>Buffer Size</b>	8 MB
<b>Speed</b>	4,200 RPM* /5,400 RPM
<b>System Requirements</b>	Microsoft Windows 98SE/ME/2000/XP/Vista Macintosh OS X Linux
<b>Inside the Box</b>	Toshiba 2.5-inch Notebook Hard Drive 3-Year limited warranty

\*200GB model is 4,200 RPM

***About Toshiba Storage Device Division***

Toshiba SDD, a division of Toshiba America Information Systems, Inc., leads the market in the development, design and manufacturing of small form factor 2.5-inch and 1.8-inch hard disk drives, as well as next-generation HD DVD storage products. Toshiba SDD markets high-quality peripherals to original equipment manufacturers, value-added resellers, value-added dealers, systems integrators, distributors and retailers in the United States. Inherent in the Toshiba storage family are the high-quality engineering and manufacturing capabilities that have established Toshiba products as worldwide leaders. For more information, visit [www.toshibastorage.com](http://www.toshibastorage.com).

***About Toshiba America Information Systems, Inc. (TAIS)***

Headquartered in Irvine, Calif., TAIS is comprised of four business units: Digital Products Division, Imaging Systems Division, Storage Device Division, and Telecommunication Systems Division. Together, these divisions provide mobile products and solutions, including industry leading portable computers; projectors; imaging products for the security, medical and manufacturing markets; storage products for automotive, computer and consumer electronics applications; and telephony equipment and associated applications.

TAIS provides sales, marketing and services for its wide range of information products in the United States and Latin America. TAIS is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, which is a global leader in high technology and integrated manufacturing of electrical and electronic components, products and systems, as well as major infrastructure systems. Toshiba has more than 191,000 employees worldwide and annual sales of over U.S. \$60 billion (FY2006). For more information on Toshiba's leading innovations, visit the company's Web site at [www.toshiba.com](http://www.toshiba.com).

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1. One Gigabyte (1 GB) means  $10^9 = 1,000,000,000$  bytes using powers of 10. A computer operating system, however, reports storage capacity using powers of 2 for the definition of  $1 \text{ GB} = 2^{30} = 1,073,741,824$  bytes, and therefore shows less storage capacity. Available storage capacity will also be less if the computer includes one or more pre-installed operating systems, pre-installed software applications or media content. Actual formatted capacity may vary.
2. Reseller prices may vary

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