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**TOSHIBA ENTERS 1.8-INCH EXTERNAL HDD MARKET AND INTRODUCES THE INDUSTRY'S HIGHEST-CAPACITY 2.5-INCH EXTERNAL HDD AT 320GB**

*Expanded External Storage Line Features Redesigned Look to Enhance Personal Style for High-Capacity Backup of Data, Music, Photos, Video and Other Digital Memories*

**LAS VEGAS, Jan. 6, 2008** – Toshiba Storage Device Division (SDD), the industry pioneer in small form factor hard disk drives (HDDs), today announced it will introduce a mobile personal storage line based on its market-leading 1.8-inch HDD, along with the industry's highest-capacity portable external hard drive based on the 2.5-inch HDD platform at 320GB<sup>1</sup>.

As the only HDD supplier with a proven track record in marketing 1.8-inch HDDs, Toshiba is the first HDD manufacturer to introduce a 1.8-inch external product. In addition, Toshiba has completely redesigned its personal storage line with a sleek, contemporary look to complement other technology appliances.

***1.8-inch External HDD Delivers High-Capacity Mobile Storage***

Toshiba's new USB 2.0 Mobile External Hard Drive based on the 1.8-inch HDD platform will be available in 60GB, 80GB and 120GB models for unparalleled capacity in a pocket-sized mobile storage device. This new line of personal storage devices combines the portability of a USB flash drive with the high capacity of a hard drive for the ultimate mobile digital warehouse for entertainment and data files. The new 1.8-inch external HDD can be easily slipped into a briefcase, purse or backpack for easy transport of digital photos, music, videos or other data files.

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Because the 1.8-inch HDD is designed for mobility, Toshiba plans to include encryption and backup software with its 1.8-inch line to protect data should the HDD ever be lost or stolen. The product also will include a USB cable and will be bus-powered for easy plug-and-play operation.

### ***2.5-inch External HDD Now Offers Up to 320GB***

Toshiba's new 1.8-inch mobile external HDD line complements its existing line of 2.5-inch external HDDs, which now feature up to 320GB of storage capacity. Toshiba's 2.5-inch 320GB USB 2.0 Portable External Hard Drive can store up to either 91,000 digital photos, 84,000 MP3 music files, 142 hours of DVD videos or 37 hours of high-definition videos.

The 2.5-inch external HDD line continues to feature click-free, switch-free and button-free backup for easy operation by any consumer. It comes bundled with the award-winning NTI Shadow™ software, enabling even digital novices to easily conduct computer backup and enjoy peace-of-mind in knowing critical data and cherished digital files are protected.

Available in 320GB, 250GB and 160GB capacities, Toshiba's line continues to be positioned for effortless operation with automatic power on via the USB connector to the computer and through the straightforward setup afforded by the NTI Shadow™ software. Users simply connect the drive to their PCs via the USB port and set the backup parameters. It then runs in the background to automatically backup data.

### ***Revamped Design to Complement Personal Style, Protect Digital Memories***

Now featuring a sleek, glossy finish and contemporary graphics, Toshiba's line of personal storage devices fits nicely with other consumer electronics gear. Toshiba redesigned the personal storage line to match current consumer tastes and emerging consumer electronics trends. The new models feature stylistic design in a sleek finish, along with a splash of color available in Carbon Grey, Hot Rod Red and Gecko Green. In addition, the redesigned 2.5-inch external models offer a nearly 20 percent smaller footprint than the previous line for space savings on the desktop.

“Data backup is integral in a digital world — it isn't just for technology geeks; it's for anyone who wants added insurance that first birthday photos, summer vacation videos, their

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latest tax returns and other important digital data are protected against computer failure or other emergencies,” said Maciek Brzeski, vice president of marketing, Toshiba SDD. “To create mass appeal, we’ve introduced a versatile line with a great new look to complement other consumer electronics gear. Whether you need portability or capacity, we have attractive, consumer-friendly solutions that take the mystery out of data backup.”

### ***New Personal Storage Product Availability***

Toshiba’s new 1.8-inch external HDDs will be available at retail this spring, while the 2.5-inch 320GB USB 2.0 Portable External Hard Drive is available this month 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). Manufacturer suggested retail price (MSRP)<sup>2</sup> for the 320GB 2.5-inch external HDD is \$199.99.

Toshiba will be showing its new line of external HDDs at the 2008 Consumer Electronics Show in Las Vegas, January 7-10, at booth #12827.

### ***Product Specifications - 2.5-inch External HDDs***

<b>Product Name</b>	<b>Toshiba USB 2.0 Portable External Hard Drive</b>
<b>Capacities</b>	320GB, 250GB, 160GB <sup>1</sup>
<b>Dimensions</b>	0.65” (H) x 3.19” (W) x 5.0” (L) 16.6mm (H) x 81.0mm (W) x 127.0mm (L)
<b>Interface</b>	USB 2.0 (USB 1.1 compatible) <sup>3</sup>
<b>Compatibility &amp; System Requirements</b>	Microsoft Windows 2000/XP/Vista Macintosh OS X 10.3.9 or later Available USB 2.0 Port
<b>Inside the Box</b>	Toshiba USB 2.0 Portable External Hard Drive USB 2.0 cable NTI Shadow™ software (preloaded) Quick install guide 3-year limited warranty
<b>Certifications</b>	FCC/CE/UL approved RoHS compatible Designed for Windows XP and works with Vista Mac OS X 10.3.9 or later (Universal Application)

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*\* Note: 1.8-inch external HDD specifications will be available at the time of shipment in spring 2008.*



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### ***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.
3. For the few computers that limit bus power, a special USB power cable is required.

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