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**TOSHIBA INTRODUCES INDUSTRY'S FIRST QUARTER-TERABYTE 1.8-INCH HDD
IN HIGH-PERFORMANCE CONFIGURATION FOR MOBILE PCS**

*Thin-and-Light PCs and Sub-Notebooks Get Desktop-Class Capacity
with 5,400 RPM and SATA 3.0 Gb/s Performance*

IRVINE, Calif., Sept. 24, 2007 – Toshiba Storage Device Division (SDD), the industry pioneer in small form factor hard disk drives (HDDs), today announced expansion of its market-leading 1.8-inch lineup with the **MKxx29GSG** series which include three new high-capacity, high-performance Serial ATA HDDs for mobile PC applications, including the industry's first 250GB¹ 1.8-inch HDD.

Toshiba's third-generation 5,400 RPM SATA 1.8 HDD family also features 120GB and 160GB capacities, along with the fast data transfer rate of the SATA 3.0 Gb/s interface. In addition, the MKxx29GSG series offers a Toshiba's state-of-the-art free fall sensor option, which enhances protection from external shock and vibration events.

This powerful, high-capacity family further broadens Toshiba's full line of 1.8-inch HDDs to meet the diversified storage needs of both PC and CE manufacturers with products suited to the specific capacity, performance and configuration requirements of each application. Building on Toshiba's recent introduction of PATA 1.8-inch HDDs with up to 240GB capacities, this new SATA 1.8-inch HDD series offers the performance characteristics required for computing applications and enables PC manufacturers to further miniaturize notebook designs without sacrificing functionality.

Toshiba's concentration on the 1.8-inch HDD platform and leadership in advanced recording technologies have enabled the company to continually push areal densities to 378.8 Gb/in² in the new series and deliver storage capacities that were previously available only from larger form factor HDDs, while decreasing the power consumption required by the storage device. The MK2529GSG achieves a low energy consumption efficiency² of 0.0016 watts-per-GB in. In addition, incorporation of high-performance features such as SATA 3.0 Gb/s and 5,400 RPMs enables 1.8-inch HDD entry into all mobile PCs, delivering the benefits of longer battery life, increased shock tolerance and quieter operation in a field-proven, mature storage platform.

"Portable PCs continue to make the transition to the SATA interface. IDC estimates that 84 percent of mobile HDD shipments in the second quarter of 2008 were SATA," said John Rydning, research director at IDC. "Toshiba's implementation of SATA 3.0 GB/s for its new 1.8-inch HDD product line will facilitate adoption in a broad range of portable PC form factors."

"By working with the Serial ATA International Organization to define a standard micro-SATA connector, Toshiba has broadened the SATA playing field to include small form factor storage solutions. This will help solidify SATA's position as the pervasive storage interface for digital applications industry wide," stated Conrad A. Maxwell, SATA-IO Marketing Chairman.

With more than 60 million 1.8-inch HDDs shipped, Toshiba has consistently held the number one position in the 1.8-inch HDD segment since introduction of its first model in 2000. Today, the company is shipping its 31st generation of 1.8-inch HDDs and has brought to market more than 40 different models.

"As 1.8-inch HDDs grow in capacity and performance, they offer a compelling value proposition for a broader array of mobile PCs, including high-volume notebooks," said Maciek Brzeski, vice-president of marketing, Toshiba Storage Device Division. "Combining a quarter terabyte of storage with the data transfer capabilities essential to the PC environment marks a critical step in driving 1.8-inch HDD adoption into a broader array of PC configurations. The MKxx29GSG line will accelerate growth in mobile, thin-and-light and sub-notebook categories as a result of enhanced functionality."

The MKxx29GSG series joins Toshiba's growing line of environmentally safe storage products with its improved energy consumption series of new products. In addition, Toshiba has discontinued use of certain chemical substances across all of its HDDs and has eliminated specified hazardous halogens in this new product series.

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Toshiba's new family of 1.8-inch HDDs will begin volume shipment to PC manufacturers and distribution partners in December. Interested developers and design engineers can visit www.toshibastorage.com for more information on Toshiba's line of industry-leading 1.8-inch HDDs.

Product Specifications

Model Number	MKxx29GSG Series
Maximum Capacity (Formatted)¹	250GB/160GB/120GB
Number of platters	2/2/1
Areal density	Up to 378.8Gb/in ²
Media transfer rate	Up to 707.9 Mbps
Average seek time	15 ms
Rotational speed	5,400 RPM
Buffer memory	8MB
Interface	SATA 3.0 Gb/s (and SATA 1.5 Gb/s) Serial ATA Revision 2.6 (ATA-8)
Interface transfer rate	3.0 Gb/sec
External dimensions (WxDxH; mm)	54.0mm x 78.5mm x 8.0mm
Weight (g)	62/62/60g (max.)
Energy consumption efficiency	0.0016 / 0.0025 / 0.0033 W/GB
Shock resistance:	
 Operating	4,900 m/s ² (500G, 2ms)
 Non-operating	14,700m/s ² (1,500G, 1ms)

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. 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.

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 198,000 employees worldwide and annual sales of surpassing U.S. \$76 billion (FY2007). For more information on Toshiba's leading innovations, visit the company's Web site at www.toshiba.com.

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registered trademarks or service marks of their respective owners. Information including without limitation product prices, specifications, availability, content of services, and contact information is subject to change without notice.

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. Energy consumption efficiency is calculated based on power consumption divided by formatted capacity, as defined by Japanese law. Compared to the previous generation 160GB, MK1617GSG product, the MK2529GSG provides a 43% improvement in energy consumption.

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