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**TOSHIBA EXPANDS PRODUCT PORTFOLIO WITH 3.5-INCH CLIENT HARD DISK DRIVES FOR BROAD RANGE OF PC AND CE APPLICATIONS**

*6Gb/s SATA Drives Feature 1 Terabyte-Per-Platter Design for High Capacity and Performance*

**IRVINE, Calif., August 8, 2012** –Toshiba’s Storage Products Business Unit of Toshiba America Electronic Components, Inc., a committed technology leader, today announced the broadening of its hard disk drive (HDD) offerings with additional models featuring 2 and 3 terabytes<sup>1</sup> (TB). The DT01ACA Desktop series of 3.5-inch SATA 7,200 RPM HDDs are targeted at desktop all-in-one and gaming PCs, home servers, external HDDs, and consumer electronics products such as set-top boxes (STBs) and digital video recorders (DVRs). The DT01ACA Desktop HDDs feature 1 terabyte-per-platter technology in capacities ranging from 500GB to 3TB (1, 2 or 3 platters).

The new 3.5-inch HDDs complement Toshiba’s broad family of HDD and solid state drive (SSD) solutions for desktop, client and enterprise markets, giving customers a one-stop shop for all their storage needs. Toshiba’s strength as a storage innovator was recently highlighted with the announcement of the world’s first SSDs using 19nm MLC NAND flash memory. Concurrently, Toshiba is celebrating the 25<sup>th</sup> anniversary of its invention of NAND flash. In the HDD market, StorageReview.com recently noted Toshiba’s MK01GRRB/B 2.5-inch 15,000 rpm enterprise hard drives were “the fastest drives we have tested to date.”

"Over two hundred million computer systems and consumer electronics devices will ship in 2012 equipped with a 3.5-inch desktop-class HDD", according to John Rydning, research vice president for hard disk drives at IDC. "With a broader 3.5-inch desktop HDD product lineup, Toshiba will be poised to address a larger piece of the overall storage device market."

“Toshiba’s entrance into the desktop class hard drive market enhances our full product portfolio,” said Joel Hagberg, vice president of marketing at Toshiba’s Storage Products Business

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Unit. “We expect to continue to grow unit volume as Toshiba is uniquely positioned to support storage requirements from client to cloud computing.”

The 2 and 3TB 3.5-inch HDD series will start shipping this month.

For more information on Toshiba’s line of industry-leading enterprise-class small form factor hard drives, visit [www.toshibastorage.com](http://www.toshibastorage.com). To connect with Toshiba Storage, follow [@ToshibaStorage](https://twitter.com/ToshibaStorage) on Twitter and visit the corporate blog at <http://storage.toshiba.com/corporateblog/>.

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**Product Specifications:** Specifications for the 3.5-inch HDDs are available at [www.toshibastorage.com](http://www.toshibastorage.com).

### **About Toshiba Storage Products**

Toshiba Corporation and its affiliates offer one-of-a-kind global storage solutions, offering hard disk drives (HDDs), solid state drives (SSDs) and NAND flash memories – technologies that drive a wide range of consumer electronics, computer and automotive applications, as well as enterprise solutions for the global marketplace. Toshiba is a leader in the development, design and manufacture of mobile, consumer and enterprise hard disk drives and solid state drives. In North America, the Storage Products Business Unit of Toshiba America Electronic Components, Inc. markets high-quality storage peripherals to original equipment manufacturers, original design manufacturers, value-added resellers, value-added dealers, systems integrators and distributors worldwide. Inherent in the Toshiba storage family are the high-quality engineering and manufacturing capabilities that have established Toshiba products as innovation leaders worldwide. For more information, visit [www.toshibastorage.com](http://www.toshibastorage.com)

### **About Toshiba Corp. and Toshiba America Electronic Components, Inc. (TAEC)**

Through proven commitment, lasting relationships and advanced, reliable electronic components, Toshiba enables its customers to create market-leading designs. Toshiba is the heartbeat within product breakthroughs from OEMs, ODMs, CMs, VARs, distributors and fabless chip companies worldwide. A committed electronic components leader, Toshiba designs and manufactures high-quality flash memory-based storage solutions, solid state drives (SSDs), hard disk drives (HDDs), discrete devices, advanced materials, medical tubes, custom SoCs/ASICs, imaging products, microcontrollers and wireless components that make possible today’s leading smartphones, tablets, MP3 players, cameras, medical devices, automotive electronics, enterprise solutions and more.

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notice. Technical and application information contained here is subject to the most recent applicable Toshiba product specifications.

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1. One Terabyte (1TB) means  $10^{12} = 1,000,000,000,000$  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 (including examples of various media files) will vary based on file size, formatting, settings, software and operating system, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.