

Imation Starts Shipping World's First Multi-Terabyte Magnetic Tape

Next generation of tape equipped with a nearly doubled storage capacity.

Amsterdam, March 23rd 2010 - Imation announces that it starts shipping its LTO Ultrium Generation 5 tape cartridges. The new Imation LTO Ultrium Generation 5 format is equipped with a nearly doubled storage capacity and offers 1.5 terabytes and 3.0 terabytes of compressed storage.

Other significant improvements over prior LTO tape generations include increased data transfer rates, and a new partitioning functionality over the prior tape generation.

Imation LTO-5 tape cartridges specifications:

1. Native capacity of 1.5 terabytes and 3.0 terabytes of compressed storage.
2. Data transfer rates of up to 280 MB/second compressed.
3. New partitioning functionality to enhance file control and space management.
4. Drive level hardware-based writing of encrypted data to the tape cartridge. This feature helps to protect the storage and transport of sensitive information, as well as to address compliance objectives with WORM (Write-Once, Read-Many) functionality.
5. Designed with backwards-compatible read-and-write capability with the Ultrium format generation 4 cartridges, and backward read capabilities with generation 3 cartridges, helping to protect investments and ease implementation.

Imation-manufactured LTO Ultrium generation 5 tape cartridges have superior media and cartridge construction, including:

- **Imation proprietary TeraAngstrom™ technology** – Allows tape to have a significantly smoother surface and a high signal-to-noise ratio (SNR), delivering fewer errors and faster transfer rates.
- **Imation advanced servo-writing technology** – Ensures precise alignment between drive head and data tracks for greater reliability.
- **Imation patented corner snap** - Improves cartridge strength and protects data during shipping or mishandling.
- **Imation patented three-piece tape spool** - Distributes stress more evenly over the tape surface for better performance and longer archival life.

Moreover, the LTO 5 tape has been certified by the Measurement Analysis Corporation (MAC), an independent testing board for compliance verification testing, and the LTO Technology Provider Companies: HP, IBM Corporation and Quantum Corp. In the middle of last year, Imation announced that it was the first company to obtain the license to develop and manufacture this new multi-terabyte LTO 5 tape.

Anna Lidén, product manager magnetic and commercial storage at Imation Europe: "Magnetic tape remains the most cost-efficient way for businesses to address storage and compliance requirements, whether for long-term data archive or regular backup of active data, given tape's energy savings and cost-per-gigabyte advantages over other methods. LTO 5 is expected to continue providing customers the advantages of tapes for data storage."

About Linear Tape-Open (LTO)

The LTO Ultrium format is a powerful, scalable, adaptable open tape format developed and enhanced by technology providers HP, IBM Corporation and Quantum Corp to help address 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. For additional information on LTO, visit www.trustlto.com and the LTO Program Web site at www.ultrium.com.

Pricing (Suggested Retail Price, exc. VAT) and availability

The Imation LTO Ultrium Generation 5 tape cartridges will be available through authorized Imation distributors, wholesalers, resellers and e-tailers across Europe as of today with suggested retail price at € 75. For further availability information, please refer to ""where to buy"" section

at <http://partner.imation.com>.

For product Images

www.images.imation.eu

About Imation Corp.

Imation is a leading global developer and marketer of branded products that enable people to capture, save and enjoy digital information. Our world-class portfolio of digital storage products, audio and video electronics and accessories reaches customers through a powerful global distribution network. Our goal is a company with strong commercial and consumer businesses and continued long-term growth and profitability that creates shareholder value. Imation Corp.'s global brand portfolio, in addition to the Imation brand, includes the Memorex brand, one of the most widely recognized names in the consumer electronics industry and the XtremeMac brand. Imation is also the exclusive licensee of the TDK Life on Record brand, one of the world's leading recording media brands. Additional information about Imation is available at www.imation.com.

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