



May 7, 2007

TDK ADVANCED TECHNOLOGY DAT 160 160GB/80GB DATA CARTRIDGE AVAILABLE TO OEM CUSTOMERS

-- TDK's DAT 160 Data Cartridge Is World's First to Pass DAT MG Compliance Testing --

GARDEN CITY, NY, May 7, 2007 - TDK Electronics Corporation, a world leader in advanced recording media technology, has announced that it will begin manufacturing and shipping its DAT 160 Data Cartridge to its OEM customers. The DAT160 offers 160GB capacity (with data compression; 80GB without compression), and is the world's first DAT 160 media to pass compliance testing by the DAT MG (Manufacturers Group). TDK is also shipping its new its DAT Cleaning Cartridge II.

Offering compact size and high capacity, DDS/DAT data cartridges are widely used for backup applications with entry-level servers. As digital networks grow in scope and complexity, the volume of data that must be managed continues to increase considerably, creating demand for storage solutions with higher capacities and faster data transfer rates than previous systems.

DAT 160 is a sixth-generation data cartridge system utilizing proven DDS technology and realizing 160GB capacity with compression. Because DAT 160 drives are backwards compatible with DDS-4 and DAT 72 data cartridges, the DAT 160 platform provides the added advantage of data continuity.

To develop universally compatible DAT 160 media, TDK worked with a drive manufacturer from the initial stages of development. The collaboration facilitated TDK's creation of the world's first DAT 160 media to pass compliance testing by the DAT MG.

TDK has previously earned acclaim for the high reliability of its DDS-4, DAT 72 and other DDS/DAT data cartridge products. TDK's DC-DAT160 data cartridge utilizes ultra-fine ferrite metal particles magnetic particles, a high-precision coating process, and other advanced tape manufacturing technologies to realize maximum capacity, reliability and durability.

About TDK

TDK Electronics Corporation is a subsidiary of TDK Corporation (NYSE: TDK), a global electronics company headquartered in Tokyo, Japan. A leading supplier of advanced recording media technology to OEM customers in the Americas and Europe, TDK Electronics Corporation is on the forefront of next-generation technologies such as Blu-ray Disc recording media, an optical disc ideally suited for data archival and high-definition video recording. TDK Electronics also offers professional data storage solutions including LTO Ultrium media, DAT-72, DAT-160 and DDS4.

###

Paul Roberts
OEM Recording Media Business
1-800-835-8373

The TDK logo is a trademark or registered trademark of TDK Corporation