



## For Immediate Release

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## **TDK and Densei-Lambda Launch Unified Product Brand**

*Collaboration with co-marketing activities to enhance power-supply business*

**TOKYO, JAPAN, March 27, 2006**—TDK Corporation and Densei-Lambda KK are pleased to announce the launch of a unified brand called TDK-Lambda, for power-supply products. Beginning April 1, 2006, as the first stage of the brand integration, the two companies will promote and market their products together.

The unified brand will cover AC-DC switching power supplies, DC-DC converters, DC-AC inverters, and power modules.

\*Among these product groups, some existing products will keep current brand names.

TDK has been mainly focusing on products for consumer equipment while Densei-Lambda has a strong presence in industrial equipment. Densei-Lambda's strength lies in AC-DC switching power supplies and power modules, while TDK's advantage is in DC-DC converters and DC-AC inverters.

With the unified brand, the two companies will leverage their strength in sales, marketing, manufacturing, and product development. The two companies will enhance the power-supply business as a TDK Group and provide comprehensive and broad solutions to the customers.

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As the first initiative in their co-marketing activities, TDK and Densai-Lambda will co-exhibit their unified brand products and new products at the TDK-Lambda Booth at TECHNO-FRONTIER 2006, which will be held at the Makuhari Messe International Convention Complex in Japan on April 19–21.

The new unified brand logo



\* Densai-Lambda has been a member of TDK Group since TDK's acquisition of its approx. 58% shares in October 2005.

### **About TDK Corporation**

*TDK Corporation (NYSE: TDK) is a leading global electronics company based in Japan. It was established in 1935 to commercialize "ferrite," a key material in electronics and magnetics. TDK's current product line includes ferrite materials, electronic components, wireless computer networking products, magnetic heads for HDD, and advanced digital recording media. For more information about TDK, please visit <http://www.component.tdk.com> or <http://www.tdk.co.jp>.*

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