



For Immediate Release

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TDK-Lambda Brand Unification FAQ's

1. Concerning the TDK-Lambda Brand Unification

Q1: What kind of changes can we expect with the adoption of the new TDK-Lambda brand?

A1: Various products which each company had been selling independently so far will be adopted by both companies under the new unified TDK-Lambda brand.

The unified brand covers products such as AC-DC switching power supplies (including CVCC), DC-DC converters, DC-AC inverters, and power modules.

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

TDK's DC-DC converters for EV and devices (transformers and LAN modules, etc.) are to remain under the TDK brand; and the noise filters of each company will remain under the existing brands of each company.

Q2: What are the benefits TDK and Lambda can expect from the adoption of this new unified brand?

A2: First, we will be able to initiate co-marketing of both companies' products, and will also start joint business activities, such as joint promotion (to be limited to AC-DC switching power supplies, DC-DC converters, DC-AC inverters, and power modules).

**Co-marketing activities will include the marketing of the new TDK-Lambda brand products, TDK's marketing of Lambda brand products and Lambda's marketing of TDK products.*

** Joint promotion activities include exhibitions, media relations, etc. From this point onward, information from joint business activities shall be jointly developed.*

Q3: Will things be unified on a world-wide basis? (Or will the unification be based on region?)

A3: From this April, our products will be sold internationally under a unified label and Lambda label.

** However, due to pending customer approval and switchover schedules, certain current products and DC-DC converters for EV will be kept under their existing TDK brand.*

-- Lambda Brand Concept (response from DL) --

The Lambda brand will be based on Lambda brand products that are targeted for non-Japanese markets (Currently, there is a Lambda brand and a Nemic-Lambda brand).

Q4: What can we expect for future product development?

A4: From April 2006, new products will carry the brands with the criteria mentioned above.

Q5: How many products do TDK and DL currently manufacture? How many are to be discontinued?

A5: Including the products that have already been announced to become obsolete, about 100 existing product series will become about 60 series.

Q7: How will customer service repair centers be handled?

A7: There will be no changes to the current system.

Q8: What will the impact be on selling prices?

A8: There will be no impact on existing products. In the future, we plan to develop even more competitively priced products.

2. Organizational Integration

Q1: Are changes in sales networks expected?

A1: Current TDK and Lambda direct sales channels are planned to be integrated. However, the customers can select from which sales channels to purchase the products.

Q2: Will this require changes be made to the names of current companies?

A2: We do not have any plans to change the companies' names at this moment.

Q3: Is there to be any organizational integration within TDK's power-supply division?

A3: Although this is an important issue, there is no plan for this at this moment.

Q4: Following the reshuffling of sales networks, do you see any future staff cuts or branch reductions for TDK or DL/Lambda?

A4: Although this is an issue that will be considered in the future, there is no such plan at this moment.

3. Unified Brand and Logo Mark

Q1: Has trademark registration been completed? And will this new trademark be adopted world-wide?

A1: The new trademark has been registered in the major countries of the world (66 countries).

The new unified brand logo



TDK-Lambda

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