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TOSHIBA ENTERPRISE-CLASS SOLID STATE DRIVES RECOGNIZED BY ENERGY CONSERVATION CENTER, JAPAN

Toshiba Enterprise SSD Series Awarded Grand Prize for Excellence in Energy Efficiency and conservation

IRVINE, Calif., February 14, 2012 – Toshiba Storage Products Business Unit of Toshiba America Electronic Components, Inc., a committed leader that collaborates with technology companies to create breakthrough designs, announced that Toshiba has won the Director-General's Prize, the Agency for Natural Resources and Energy from the Energy Conservation Center, Japan (ECCJ) with the assistance of Japan's Ministry of Economy, Trade and Industry (METI). Toshiba's enterprise-class solid state drives (SSDs), the MKx001GRZB series, have been recognized with a Grand Prize for Excellence in Energy Efficiency and Conservation in the Product, Business Model Category for performance characteristics that demonstrate excellence in energy efficiency and conservation.

Toshiba's MKx001GRZB is the industry's first 2.5-inch small form factor eSSD device using 32 nanometer (nm) enterprise grade single-level cell (eSLC) NAND flash memory from Toshiba and a 6Gb/sec Serial Attached SCSI (SAS) interface. The drives were recognized for the following abilities:

- In a test with a 70/30 read/write ratio, the MKx001GRZB SSD delivered approximately 250 times improvement in random access performance in terms of IOPS per watt (IOPS/W¹), compared to Toshiba high-speed enterprise hard disk drives (HDDs).

- Combined with a low power requirement of only 6.5 Watts during operation, the MKx001GRZB SSD also delivers an industry-leading power efficiency rating of 13,800 IOPS/Watt in random read operations.
- Used in conjunction with high-speed enterprise HDDs and capacity optimized enterprise HDDs, the MKx001GRZB SSD saves electricity and floor space required for storage systems in cloud computing and data centers, and reduces the electricity use of power-supply and air-conditioning systems of buildings.

“As the only SSD supplier vertically integrated with NAND flash and enterprise HDD expertise, Toshiba is able to offer energy efficient products without sacrificing performance,” said Joel Hagberg, vice president of enterprise marketing at Toshiba Storage Products Business Unit. “Toshiba is honored to be recognized by this respected agency for our work in delivering world-class and efficient storage solutions.”

The Director-General’s Prize, the Agency for Natural Resources and Energy award program recognizes the energy conservation efforts of enterprises, factories and offices in Japan’s business, transportation and industry sectors. The objective is to raise energy conservation awareness, promote energy conservation products, cultivate industrial fields involved in energy conservation and help to create an energy-conservative society. The award program, which is conducted by the ECCJ with the assistance of METI, also honors organizations that have deployed products that demonstrate excellence in energy efficiency.

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

About 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, LCD displays, advanced materials, medical tubes, custom SoCs/ASICs, imaging products, microcontrollers and wireless components that make

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possible today's leading cell phones, MP3 players, cameras, medical devices, automotive electronics, enterprise solutions and more.

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1. 1:Input Output Per Second