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TOSHIBA HONORED WITH BEST OF SHOW AWARD AT FLASH MEMORY SUMMIT

Toshiba's SSHD Wins Award for Most Innovative Flash Memory Consumer Application

IRVINE, Calif., August 14, 2013 – The Storage Products Business Unit of Toshiba America Electronic Components, Inc., a committed technology leader, is pleased to announce that its solid state hybrid drive (SSHD) series has been honored with a Best of Show Award at this year's Flash Memory Summit. The award, which recognizes excellence in innovation and flash memory consumer applications, was presented at the 8th Annual Flash Memory Summit at the Santa Clara Convention Center.

Toshiba's MQ01ABFH and MQ01ABDH SSHD series is equipped with Toshiba's NAND flash and available in capacities ranging from 320GB to 1TB* and in 7mm and 9.5mm form factors. The series continues Toshiba's legacy of providing world-class storage products, and offers customers a complete lineup of 2.5-inch solid state hybrid drives for ultrathin, thin and light notebook PCs, multimedia and gaming applications, and traditional laptop PCs.

"Flash memory is being used today in ways that raise the bar of innovation when coupled with hard drive technology to create hybrid storage solutions addressing applications which require accelerated performance and high capacity," said Jay Kramer, Chairman of the Awards Program and President of Network Storage Advisors Inc. "We are proud to select Toshiba Solid State Hybrid Drive for the Best of Show Award based on bringing to market the innovation of "self-learning" caching algorithms that learn the system user's data access patterns to optimize

performance and manage how user data is stored to the NAND Flash for quick response and integrated to the high capacity hard drive storage for the best of both worlds.”

“Toshiba’s SSHD series reflects our continued devotion to create innovative storage technology,” said Don Jeanette, director of product marketing at Toshiba Storage Products Business Unit. “Flash Memory Summit is one of the leading events in the storage industry, and Toshiba is honored to receive such recognition.”

For more information on Toshiba’s portfolio of industry-leading solid state drives, hard drives and hybrid storage solutions, visit www.toshibastorage.com. To connect with Toshiba Storage, visit the corporate blog at <http://storage.toshiba.com/corporateblog/> and follow [@ToshibaStorage](https://twitter.com/ToshibaStorage) on Twitter.

* Definition of capacity: Toshiba defines a megabyte (MB) as 1,000,000 bytes, a gigabyte (GB) as 1,000,000,000 bytes and a terabyte (TB) as 1,000,000,000,000 bytes. A computer operating system, however, reports storage capacity using powers of 2 for the definition of 1GB = 2³⁰ = 1,073,741,824 bytes and therefore shows less storage capacity. Available storage capacity (including examples of various media files) will vary based on file size, formatting, settings, software and operating system, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.

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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 Corp. and 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, advanced materials, medical tubes, custom SoCs/ASICs, imaging products, microcontrollers and wireless components that make possible today’s leading smartphones, tablets, MP3 players, cameras, medical devices, automotive electronics, enterprise solutions and more.

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