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TOSHIBA'S NEW CANVIO™ BASICS PORTABLE HARD DRIVES OFFER PURE SIMPLICITY FOR DIGITAL BACKUP

Canvio™ Basics Now Available in 750GB, 500GB, and 320GB Capacities in a Sleek, Compact Design with Plug-and-Play Operation

IRVINE, Calif., September 21, 2010 – In an exceptional blend of data protection, portability and simplicity, Toshiba has unveiled the newest addition to its Canvio line of portable hard drive solutions – the Canvio™ Basics Portable Hard Drive family for the PC. Developed with ultimate usability in mind for the everyday consumer, the Canvio Basics requires only a single step to start saving and transporting important files: Plug it in. With no necessary software to install and available with 320 gigabytes (GB¹), 500GB, or 750GB of storage space, the Canvio Basics offers a hassle-free, high capacity storage solution right out of the box.

“With the Canvio Basics line, we wanted to bring an effortless digital storage solution to the masses,” said Manuel Camarena, product manager for consumer storage at Toshiba Storage Device Division. “This new drive offers a sleek solution with plenty of storage capacity for the growing amount of digital content, from photos and videos to music and documents. The Canvio Basics is a convenient and versatile choice for anyone who needs the peace of mind that comes with high capacity portable external storage.”

The Canvio Basics' one plug ease-of-use is complemented by the drive's stylish design, courtesy of a glossy black finish and soft, rounded edges. Despite its light weight and diminutive size, the Canvio Basics hits above its weight when it comes to keeping files safe. An Internal Shock Sensor, Ramp Loading Technology, and a three year Limited Warranty combine for added

peace of mind whether going from the dorm to the lecture hall, the home office to the conference room, or wherever else the Canvio Basics is needed.

Beyond its technical capabilities, the practicality of the Canvio Basics design is evident in the drive's pocket-sized form factor, which not only makes it easy to carry, but also conforms to Toshiba's environmental efforts to reduce the quantity of materials used in production. In addition, the Canvio Basics' packaging is made from 100 percent recyclable materials.

Toshiba's Canvio Basics Portable Hard Drives and the complete lineup of Canvio Portable Hard Drives can be found at major retailers and online outlets. For a full list of retailers, please visit www.wheretobuy.toshibastorage.com. Suggested retail prices (USD) by capacities are:

- \$79.99 for the 320GB Canvio Basics
- \$99.99 for the 500GB Canvio Basics
- \$119.99 for the 750GB Canvio Basics

Writer's Note: *Tips for computer backup, product specifications and product photos are available at www.canvio.toshibastorage.com or by contacting the PR Team:*

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About Toshiba Storage Device Division

Toshiba is a one-of-a-kind global storage company, offering hard disk drives (HDDs), optical disk drives (ODDs), 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. Through its Storage Device Division, Toshiba leads in the development, design and manufacture of mobile, retail and enterprise hard disk drives. Toshiba SDD markets high-quality peripherals to original equipment manufacturers, original design manufacturers, value-added resellers, value-added dealers, systems integrators, distributors and retailers 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 Information Systems Inc. (TAIS)

Headquartered in Irvine, Calif., TAIS is comprised of four business units: Digital Products Division, Imaging Systems Division, Storage Device Division and Telecommunication Systems Division. Together, these divisions provide mobile products and solutions, including industry-leading portable computers; televisions, TV/DVD Combination products, Blu-ray Disc and DVD products and portable devices; imaging products for the security, medical and manufacturing markets; storage products for automotive, computer and consumer electronics applications; and telephony equipment and associated applications.

TAIS provides sales, marketing and services for its wide range of products in the United States and Latin America. TAIS is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation. Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 204,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$68 billion). For more information on Toshiba's leading innovations, visit the company's web site at www.toshiba.com.

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1. One Gigabyte (1GB) means $10^9 = 1,000,000,000$ bytes. A computer operating system, however, reports storage capacity using powers of 2 for the definition of $1\text{GB} = 2^{30} = 1,073,741,824$ 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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