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**TOSHIBA JOINS HP PROACTIVE INSIGHT ARCHITECTURE ALLIANCE**  
*Commitment to innovation and quality recognized*

**IRVINE, Calif., June 4, 2012**— Toshiba's Storage Products Business Unit of Toshiba America Electronic Components, Inc., a committed technology leader, today announced that it is a founding member of the HP ProActive Insight Architecture (PIA) Alliance. Toshiba was selected by HP for its MBF2-RC and MK01GRRB/R series of 2.5-inch SAS hard disk drives (HDDs), which are developed to the HP standards and interfaces that contribute to the industry-transforming performance and reliability of HP ProLiant Generation 8 (Gen8).

HP ProActive Insight Architecture, now available in the new HP ProLiant Gen8 servers, transforms data center economics with built-in intelligence that improves performance and uptime, while lower operating costs. As a founding member of the HP PIA Alliance, Toshiba will continue to contribute to the elimination of common problems caused by human-to-technology interaction that lead to system downtime and data loss. Through embedded HP ProLiant Gen8 server technology, HP PIA Alliance members, along with HP, can evaluate data and other critical analytics to continually optimize and improve on business results.

The HP PIA Alliance brings together the collective value of the world's leading technology innovators to complement HP ProLiant Gen8 servers. Alliance members, drawn from

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leaders in memory, storage, I/O, power and infrastructure solutions, build technology components to HP Proactive Insight architecture standards and interfaces. These components help to analyze thousands of system parameters and automate processes that consume critical data center resources. Additionally, they provide insight into aspects of application performance and IT infrastructure optimization that had once been nearly impossible to capture and utilize.

“The exponential growth of big data and cloud computing requires storage solutions that deliver not just capacity and performance, but also reliability and power efficiency,” said Joel Hagberg, vice president of marketing for Toshiba Storage Products Business Unit. “Toshiba’s small form factor SAS HDDs deliver on the features that IT administrators need, while reducing power consumption and operating costs.”

“The cost of manual operations and system optimization needed to support growing IT requirements is unsustainable,” said Jim Ganthier, vice president, Marketing and Operations, Industry Standard Servers and Software at HP. “The PIA Alliance brings together some of the world’s leading technology companies to eliminate manual maintenance tasks and significantly improve data center efficiency.”

Toshiba Storage will use the HP PIA qualified insignia as visible assurance of meeting HP’s stringent quality and performance standards. The HP PIA Alliance will be featured at HP’s premier client event, [HP Discover](#), which takes place June 4-7 in Las Vegas.

### **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

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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](http://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.

[Toshiba America Electronic Components, Inc.](#) is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, Japan's largest semiconductor manufacturer and the world's third largest semiconductor manufacturer (Gartner, 2011 Worldwide Semiconductor Revenue, March, 2012). Toshiba Corporation was founded in 1875 and today has over 490 subsidiaries and affiliates, with 203,000 employees worldwide. Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

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