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**TOSHIBA MQ01ABDH HYBRID DRIVE HONORED WITH VISIONARY
AWARD AT 2013 STORAGE VISIONS**

Hybrid drive's "best-of-both" world approach to consumer device storage named for innovative excellence in Mobile Consumer Storage category

STORAGE VISIONS, LAS VEGAS — Jan. 7, 2013 — The Storage Products Business Unit of Toshiba America Electronic Components, Inc., a committed technology leader, is pleased to announce that its MQ01ABDH hybrid drive series won the Storage Visions Visionary Award in Mobile Consumer Storage. The award, which recognizes excellence in embedded storage solutions in consumer devices, was presented at the 12th annual Storage Visions Conference at the Riviera Hotel Conference Center, Las Vegas.

“Toshiba’s hybrid drive is a significant innovation and wonderful addition to the company’s diverse portfolio of consumer-grade storage solutions,” said Joel Hagberg, vice president of enterprise marketing at Storage Products Business Unit of Toshiba. “Storage Visions is one of the leading storage events in the industry, and Toshiba is honored to win such recognition.”

Toshiba’s MQ01ABDH 2.5-inch 9.5mm-high SATA Hybrid Drive series features “self-learning” caching algorithms that learn the system user’s data access patterns to optimize performance. The MQ01ABDH series is ideally suited for ultrathin and standard-sized notebooks, gaming PCs, all-in-one and slimline desktops, and other digital computing applications where a no-compromises approach to system performance and storage capacity is desired. Notebooks embedded with the MQ01ABDH series started shipments in Q4 2012.

For more information on Toshiba’s industry-leading hybrid drive series, visit <http://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.

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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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