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**TOSHIBA'S ALL-NEW CANVIO™ FOR MAC PORTABLE HARD DRIVES DELIVER QUICK, SIMPLE, AND SECURE DIGITAL BACKUP SOLUTIONS FOR MAC USERS**

*Providing Piece of Mind and Expanded Storage in a Stunning Design, the Canvio™ for Mac is Now Available In 1TB, 750GB, and 500GB Capacities*

**IRVINE, Calif., July 13, 2010** – With consumers across the country constantly amassing more “digital valuables” – from photos, videos, and favorite music to important personal documents – Toshiba is proud to offer Mac users the compact, easy-to-use Canvio™ for Mac Portable Hard Drive lineup. Continuing Toshiba’s commitment to make backing up and recovering data simple and easy, the new Canvio for Mac line provides Mac owners 500 gigabytes (GB<sup>1</sup>), 750GB, or one terabyte (TB) of storage space, with pre-loaded Mac-customized backup software.

According to a February 2010 survey conducted by Impulse Research<sup>2</sup>, 70 percent of Americans have lost some type of data on their computers. Unfortunately, the majority of consumers surveyed (89 percent) are aware of the importance of regularly backing up their computers to avoid losses but less than half (43 percent) regularly do so, leaving many computer users vulnerable to data loss that could include digital photos and movies, important financial records, or professional documents.

Recognizing that many users do not back up their data because they believe it’s a complicated process, the Canvio for Mac line makes data backup simple for everyone, from novice users to the most tech-savvy consumers. The included NTI® Shadow 5 for Mac software allows for fully-customized backup and synchronization, including the backup of specific folders, certain file types, or even a complete system backup and recovery of everything that is saved on the Mac<sup>3</sup>. Selected folders on the Canvio for Mac and the Mac computer can be merged and synchronized, while the frequency of backups can be adjusted to different periods (from weekly

to continuously) for greater convenience. Complete password-protection with up to 256-bit data encryption prevents unauthorized access to data and a special Drive Space Alert monitor sends an onscreen update when storage space is running low.

The Canvio for Mac's plug-and-play usability and full customization are matched by its small size and elegant, simple styling. Available in either Radiant Silver with silver accents or Infinite White with glossy white-gray accents on the top cover, both feature an anti-slip design and anti-slip side, making the Canvio for Mac an excellent companion to the full line of Mac computers. On the inside, an Internal Shock Sensor and Ramp Loading Technology keep data safe during day-to-day movement from a desk, pocket, bag, or beyond. Despite being smaller than a postcard and boasting a featherweight (six ounce) frame, the Canvio for Mac – in 1TB form – can hold up to 285,000 digital photos, 263,000 digital music files, or 820 digital movies<sup>4</sup>.

“Toshiba develops personal storage devices that combine the latest, high quality designs with top-notch performance and an intuitive, easy to use interface,” said Manuel Camarena, product manager for consumer storage at Toshiba Storage Device Division. “Our Canvio for Mac products give Mac users a safe, convenient, and truly portable solution for backing up their digital entertainment, documents, and other content instantly.”

Continuing its commitment to environmental friendliness, Toshiba developed the product packaging with 100 percent recyclable materials.

The Canvio product line is available now at [http://www.toshibadirect.com/canvio\\_mac](http://www.toshibadirect.com/canvio_mac) or through major retailers and online outlets. For a complete list of retailers offering the Toshiba Canvio, please visit [www.wheretobuy.toshibastorage.com](http://www.wheretobuy.toshibastorage.com).

Suggested retail prices by capacities are:

- \$119.99 for the 500GB Canvio for Mac
- \$139.99 for the 750GB Canvio for Mac
- \$189.99 for the 1TB Canvio for Mac

**Writer's Note:** Full survey data, tips for computer backup, product specifications, and product photos are available at [www.canvio-mac.toshibastorage.com](http://www.canvio-mac.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 manufacturing 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](http://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](http://www.toshiba.com).

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1. One Gigabyte (1GB) means  $10^9 = 1,000,000,000$  bytes and One Terabyte (1TB) means  $10^{12} = 1,000,000,000,000$  bytes using powers of 10. A computer operating system, however, reports storage capacity using powers of 2 for the definition of  $1GB = 2^{30} = 1,073,741,824$  bytes and  $1TB = 2^{40} = 1,099,511,627,776$  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.
2. The survey was conducted online with a random sample of 1,004 men and women over the age of 18 by Impulse Research. The Impulse Research proprietary online panel has been carefully selected to closely match U.S. population demographics and respondents are representative of American men and women 18 or over. Research was conducted in February 2010. The overall sampling error rate for this survey is +/- 3 percent at the 95 percent level of confidence.
3. Only with Intel-based Mac computers.
4. Examples of the number of photos, songs, movies, and any other files that can be stored on a hard drive are provided for illustrative purposes only. Your results will vary based on file size and format, settings, features, operating system, software and other factors

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