

NEWS RELEASE

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Toshiba Marks 25th Anniversary of Invention of NAND Flash Technology

Impact of Toshiba's Innovative, Disruptive Technology Spans Consumer, Mobile, Enterprise, Industrial, OEM Markets - and Beyond

IRVINE, Calif., April 3, 2012 — [Toshiba America Electronic Components, Inc.](http://www.taec.toshiba.com), (TAEC)*, a committed leader that collaborates with technology companies to create breakthrough designs, today announced that it has reached a milestone - 2012 marks the 25th anniversary of Toshiba's invention of NAND flash memory.

Much has changed since 1987 - the NAND flash market has grown rapidly, with flash memory shipping almost 8X more gigabytes (GB) in 2011 than DRAM^[1]. NAND flash has become the high density silicon storage of choice. NAND flash memory is used in a variety of memory cards and USB drives, and is found in many consumer, industrial and enterprise cloud applications. Toshiba's innovation has carved out a path to a new era in which consumers are able to carry videos, music, books and data with them wherever they go. Designed with a very small cell size to enable a low cost-per-bit of stored data, Toshiba's NAND flash technology is unleashing the mobility of content, thus fueling innovation in the development of products for everyone from consumers to enterprise.

"NAND flash has truly permeated our lives – this technology has been a game changer, making the world a different place and making many of the products we use today possible," noted Scott Nelson, vice president, Memory Business Unit, TAEC. "The cost/performance of NAND flash continues to stand the test of time. NAND flash is leading the way to thin and light hardware, has made the mobility of content possible, and is enabling 'green' storage in the data centers."

Toshiba's commemoration of the 25th anniversary of the invention of NAND flash will continue throughout 2012. Included in the celebration will be notable industry events and consumer participation - an interactive campaign that embraces industry voices and experiences exploring the impact of NAND flash is forthcoming. For more information on Toshiba memory products, please visit www.memory.toshiba.com.

Notes:

[1] Calculation based on data provided by Forward Insights, February 2012

***About Toshiba Corp. and 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, LCD displays, advanced materials, medical tubes, custom SoCs/ASICs, imaging products, microcontrollers and wireless components that make possible today's leading cell phones, MP3 players, cameras, medical devices, automotive electronics, enterprise solutions and more.

[Toshiba America Electronic Components, Inc.](http://www.toshiba.com/taec/) is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, Japan's largest semiconductor manufacturer and the world's fourth largest semiconductor manufacturer (Gartner, 2011 WW Semiconductor Revenue, December, 2011). Toshiba was founded in 1875 and today has over 490 subsidiaries and affiliates, with 203,000 employees worldwide and annual sales of \$77 billion. Visit Toshiba's web site at www.toshiba.co.jp/index.htm.

For additional company and product information, please visit <http://www.toshiba.com/taec/>.

Information in this press release, including product pricing and specifications, content of services and contact information, is current and believed to be accurate on the date of the announcement, but is subject to change without prior notice. Technical and application information contained here is subject to the most recent applicable Toshiba product specifications. In developing designs, please ensure that Toshiba products are

used within specified operating ranges as set forth in the most recent Toshiba product specifications and the information set forth in Toshiba's "Handling Guide for Semiconductor Devices," or "Toshiba Semiconductor Reliability Handbook." This information is available at www.chips.toshiba.com, or from your TAEC representative.

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