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### **ATP ToughDrive Wins Prestigious Flash Memory Summit Award**

All Weather, High Speed USB Flash Drive Named "Most Innovative Flash Memory End User Solution"

**Sunnyvale, CA (August 10, 2006)** – ATP Electronics, the leading manufacturer of digital flash media solutions, announced today that its 200X USB 2.0 ToughDrive has been selected as the "Most Innovative Flash Memory End User Solution" at the Flash Memory Summit, world's first platform for exchanging information on the current state of flash memory and its applications. The ToughDrive, with solid synthetic polymer housing offering absorption of shock and water, is currently the number one selling product of its kind with the US military retailer, AAFES (Army and Air Force Exchange Services).

"When selecting the winners of the Flash Memory Summit Best of Show Awards, we looked for products that stand out from the competition by providing a unique solution to a problem or one that blazes new territory in the flash memory arena," explained Jay Kramer, Conference Chairperson and head of the judging panel for the Best of Flash Memory Summit Awards. "We are proud to recognize ToughDrive from ATP for achieving both of these milestones with their most innovative end user solution."

"We have always believed in our products, and to have our ToughDrive recognized by both users and industry experts is an absolute privilege," said Michael Plaksin, ATP Vice President of Flash Memory Sales. "Men and women in the service in various parts of the world feel secure storing photos, videos and voices of their loved ones in our ToughDrive. They know that they will always have a piece of home safely with them even when they are under the harshest conditions. It is the least we can do to help support people so proudly serving our country."

ToughDrive was designed with the main goal of performance along with functionality for users in a variety of environments. Its robust synthetic polymer housing absorbs shock from accidental drops and provides the flash components inside with unparalleled protection from water and moisture. With a read speed rating of 30MB/sec and a write speed rating of 20MB/sec, file transfers and multimedia streaming are completed twice as fast as standard storage devices.

The ruggedness of the ToughDrive is reflective of the renowned quality and durability built into the entire line of ATP products. Our current lineup includes the 150X ProMax SD, CF and miniSD, microSD, 200X USB 2.0, and USB combo products which package a flash card and USB drive/reader device. For more details on ATP flash products, please visit [www.atpinc.com](http://www.atpinc.com) or email [flash@atpinc.com](mailto:flash@atpinc.com).

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#### **About Flash Memory Summit**

The 1st Annual Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. The Summit features half-day tutorials, workshops, paper and panel sessions, keynotes, roundtables, special sessions, and exhibits. Subjects include hardware, software, design methods, consumer applications, embedded applications, computer and communications applications, alternative technologies, programming methods, testing, standards, and market research. For more information, visit [www.flashmemorysummit.com](http://www.flashmemorysummit.com).

#### **About ATP**

Founded in 1991, ATP is a premier manufacturer of high performance and durable flash digital media solutions as well as top quality memory module products. Using its unique **SIP (System-In-Package)** packaging technology, ATP differentiates itself from the competition by offering highly durable flash card solutions. In addition to high performance, ATP flash media products offer protection from water/moisture, dust, static discharge, and extreme temperatures. **High Speed, Weather Proof and Dependable Storage.** ATP's latest flash products feature ruggedized **ToughDrive™** and ultra-slim **Petito™** USB 2.0 flash drives, 4GB MMCplus/SD, as well as 2GB MMCmobile and miniSD, RS-MMC, Dual-Voltage (DV) RS-MMC, microSD and MMCmicro. For more information on ATP memory products, visit <http://www.atpinc.com> or email [flash@atpinc.com](mailto:flash@atpinc.com).



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