



**Media Inquiries:**

Rachel Austin

Waggener Edstrom Worldwide

512-527-7018

[raustin@waggeneredstrom.com](mailto:raustin@waggeneredstrom.com)

**TOSHIBA BECOMES A FOUNDING MEMBER OF NEW STORAGE ASSOCIATION**

*Toshiba, HGST, Seagate and WD to launch Storage Products Association*

**IRVINE, Calif., August 13, 2013** – Today, with HGST, Seagate, and WD, the Storage Products Business Unit of Toshiba America Electronic Components, Inc., a committed technology leader, has launched a new storage association, the [Storage Products Association](#) (SPA). The SPA targets storage vendors, ISVs, solution providers and users, providing a forum to educate and advocate about the role of hard disk drives (HDDs) and Solid State Hybrid Drives (SSHDS) in consumer and business environments.

The SPA will fill a gap in education, research and out-reach concerning storage, focusing on education and advocacy for HDDs and SSHDS, examining the benefits and providing thought leadership on storage components and technologies for all users from client to cloud. Until this point, there has not been a storage association dedicated to helping and educating storage users about storage options and advancements.

“With newly created data doubling every two years, hard disk drives and solid state hybrid drives remain the best option for securely storing large amounts of dynamic data, in a cost effective manner” said Joel Hagberg, vice president of marketing at Toshiba’s Storage Products Business Unit and SPA board member. “At Toshiba, we have witnessed inadequate information reaching consumers about HDDs. The formation of SPA will help storage stakeholders stay

informed of the key trends in storage as well as educate them on any current misconceptions of storage.”

The SPA debuted this week at the Flash Memory Summit where participants from member companies participated in a panel titled, “Solid State Hybrid Drives Help Meet Today’s Storage Demands” to discuss the role of hard disk drives and solid state hybrid drives. John Rydning, IDC research vice president for hard disk drives, moderated the panel.

For more information on Toshiba’s portfolio of industry-leading solid state drives, hard drives and hybrid storage solutions, visit [www.toshibastorage.com](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.

###

#### **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](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.

#### **About Storage Products Association**

The Storage Products Association (SPA) will help storage manufacturers and users understand and support current and future demands, including the key role of hard disk drives (HDDs) and solid state hybrid drives, in an effective storage mix for client, data center and cloud environments. More information on the SPA can be found at

<http://www.storage-products-association.org>.

[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 fifth largest semiconductor manufacturer (Gartner, 2012 Worldwide Semiconductor Revenue, and April, 2013). Toshiba Corporation was founded in 1875 and today has over 554 subsidiaries and affiliates, with 210,000 employees worldwide. Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

© 2013 Toshiba America Electronic Components, Inc. All rights reserved. All product, service and company names are trademarks, registered trademarks or service marks of their respective owners. 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.