

PRESS RELEASE

Feb. 25, 2013, 9:00 p.m. EST

Toshiba Launches microSDHC Memory Cards for HD Content Viewing

New Card Based on Next Generation Secure Memory Technology

TOKYO and IRVINE, Calif., Feb. 25, 2013 /PRNewswire via COMTEX/ -- Toshiba Corporation and Toshiba America Electronic Components, Inc., (TAEC)*, a committed leader that collaborates with technology companies to create breakthrough designs, today announced the launch of new microSDHC Memory Cards based on SeeQVault(TM) technology. The new cards provide a flexible platform for storing and distributing high definition content.

SeeQVault is a leading-edge content protection technology developed by Toshiba Corporation, Panasonic Corporation, Samsung Electronics Co., Ltd. and Sony Corporation, that is licensed through NSM Initiatives LLC. The technology applies bidirectional authentication with a unique identifier and public key infrastructure to give consumers a secure environment for storing and distributing high definition content. The technology can be integrated into flash memory cards and the devices that run them. NSM Initiatives LLC began licensing it to device manufacturers and content service providers on February 22.

SeeQVault technology gives consumers access to the latest digital content - and the freedom to enjoy it across platforms. The SeeQVault card can be used for playback of content from a smart phone, tablet or TV with a high level of security.

The initial product line-up includes 16-gigabyte (GB) [1], and 32GB capacities compatible with the Ultra High Speed Bus I and the U1 UHS speed class. Toshiba will begin sampling in March and will move to commercialization by the end of 2013.

Product Outline

Capacity Max bus speed Sample release

Read Write

32GB 40MB/sec 20MB/sec End of March, 2013

16GB 40MB/sec 20MB/sec End of March, 2013

Key Features 1. A maximum write speed 20-megabyte (MB)/sec and read speed 40MB/sec. 2. Compliant with SD Memory Card version 3.0 and Ultra High Speed Bus I. 3. Also compatible SDHC devices complaint with SD Memory Card version 2.0. 4. Supports CPRM technology in standard SD Memory Cards.

SeeQVault is a trademark of NSM Initiatives LLC.

*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, 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.

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 third largest semiconductor manufacturer (Gartner, 2011 Worldwide Semiconductor Revenue, March, 2012). 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.

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

[1], Product density is identified based on the density of memory chip(s) within the Product, not the amount of memory capacity available for data storage by the end user. Consumer-usable capacity will be less due to overhead data areas, formatting, bad blocks, and other constraints, and may also vary based on the host device and application. Maximum read and write speed may vary depending on the host device, read and write conditions, and file size. For purposes of measuring read and write speed in this context, 1 megabyte or MB = 1,000,000 bytes.

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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Editor's Note: Product photos can be downloaded at
http://www.toshiba.com/taec/news/press_releases/2013/memy_13_664.jsp

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