

TDK SHOWCASES LATEST BLU-RAY DISC INNOVATIONS AND INTRODUCES 200GB DISC TECHNOLOGY AT CES 2007

–TDK Will Also Feature Groundbreaking Storage Solutions and Award-Winning Packaging

GARDEN CITY, NY, January 8, 2007 – TDK, a world leader in digital recording solutions, is exhibiting its latest Blu-ray Disc innovations, breakthrough media storage solutions and award-winning packaging at the 2007 International CES, at the Las Vegas Convention Center, January 8–11, 2007 (TDK booth #N215). The company is highlighting its remarkable 200GB blue laser disc technology, the most advanced optical media ever developed. For the first time, TDK will also showcase prototype 8cm Mini Blu-ray Discs.

"TDK's 200GB blue laser disc technology represents an important milestone for optical media. As a founding member of the Blu-ray Disc Association, we are proud of our work to shape the future of digital recording," commented Sethu Palat, TDK Director of Marketing. He continued, "With TDK's technological advancements, Blu-ray is proving to be the ultimate, future-ready format. As the technology continues to evolve, Blu-ray Discs are becoming increasingly important products in TDK's line." Palat concluded, "At CES 2007, attendees can preview the 200GB blue laser disc, and learn more about the technologies behind the format that is redefining the consumer electronics industry."

One of TDK's new prototype 200GB blue laser discs stores approximately 18 hours of high definition video (encoded at 24Mbps). These massive capacity discs are ideally suited for backing up HD editing sessions and archives.

On the Forefront of HD

TDK was the first company to ship Blu-ray Discs with its April 2006 introduction of 25GB BD-R and BD-RE media, and is now being honored with an Innovations 2007 Design and Engineering Award from the Consumer Electronics Association (CEA) for its TDK 25GB BD-R Blu-ray Disc media. TDK will begin shipping 50GB Blu-ray Discs in the first quarter of 2007 and TDK Thermal and Inkjet Printable BD-R will begin shipping in the second quarter of 2007.

Also on display, TDK will showcase its prototype 8cm Mini Blu-ray Disc media. Mini BD-R and Mini BD-RE utilize a single-layer recording material structure and feature 16.5GB storage capacity. Used in combination with the upcoming generation of Blu-ray Disc camcorders, Mini BD-R and Mini BD-RE will enable unprecedented recording length and capture quality. The discs will also provide compatibility with Blu-ray drives.

Snap N' Save Storage Innovation

At CES, TDK will exhibit DVD and CD media in Snap N' Save cases. Offering the ultimate combination of robust disc protection and compact media storage, Snap N' Save cases snap closed, securely protecting your discs by sealing out dirt, dust and other

contaminants that can have a negative impact on media performance. A new alternative to disc spindles, Snap N' Save cuts down on case clutter, enables storing multiple disc sets together for superior organization, and seamlessly stows on just about any shelf.

Award-Winning Packaging

TDK CD-R and CD-RW packaging, which was recently recognized with a prestigious Creativity Award, will be on display at CES. First launched in 1970, the Creativity Awards is one of the most esteemed graphic design competitions. Thousands of entries are received each year. Developed for maximum performance, engineered for absolute reliability and manufactured to the most exacting standards, TDK media products are the ultimate recording solutions.

About TDK

TDK Corporation (NYSE: TDK) is a leading global electronics company based in Japan. It was established in 1935 to commercialize "ferrite," a key material in electronics and magnetics. The company today is a leader in the development of next-generation technologies such as Blu-ray Disc recording media, an optical disc ideally suited for high-definition video recording. TDK offers a full line of recordable DVD and CD media, digital camcorder tapes, professional data storage solutions including LTO Ultrium media, and much more.

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