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For Immediate Release

Verbatim's New PhotoSave DVD Revolutionizes Photo Protection with Recordable DVD Discs that Automatically Find/Save Photos

DVD Features Unique Integrated Software for Direct-to-Disc Photo Preservation from a PC and Devices Connected to a PC

CHARLOTTE, NC (September 23, 2008) – Verbatim® Americas, LLC, a global leader and innovator in the digital storage industry, announced today Verbatim PhotoSave™ DVD, a recordable DVD that makes finding and saving photos absolutely effortless—even for consumers who have never burned a disc before.

Verbatim PhotoSave DVDs feature integrated software that launches automatically when the disc is inserted into a DVD-R drive. The process of searching for photos is also automated so users only need to click on the record button to save their memories from a PC. In the manual mode, PhotoSave DVDs also support “search and burn” from a digital camera connected to a PC. In addition to offering a long lifespan, each DVD disc provides a useable capacity of 4.5GB (1GB = 1 billion bytes) and can store approximately 2,000 photos.¹

PhotoSave DVDs combine the ultimate in photo storage simplicity with the superior reliability and compatibility that Verbatim media is known to deliver. Highly versatile, the unique discs can be used to find and save photos from a hard drive, camera, memory card or a USB drive and will recognize more than 80 different photo file formats.

The new DVDs are also cost-effective. In the manual mode, users can continue to add photo files to the discs until they are full. For added convenience, the software keeps track of the remaining capacity on the disc. Multi-disc spanning support for large file sets is also provided. With multiple PhotoSave DVDs, users can organize their photos by categories such as photos of children, vacations and family celebrations.

Verbatim PhotoSave DVDs are ideal for the growing number of novices and experienced photo enthusiasts who want a simple, no-hassle solution for protecting cherished memories. Last year, IDC estimated that more than 200 billion digital images would be captured; and the Photo Marketing Association predicted that nearly two-thirds of those images would not be printed but would be stored in digital format.

Just having photos in a digital format is not enough to ensure their safety. Photos stored on a computer can be lost due to accidental erasure, a hard drive crash or a notebook being dropped or stolen. Camera memory cards can also be accidentally erased, damaged or rendered unreadable. Victims of fires, floods and other natural disasters report that there isn't time to disconnect a computer and carry it to safety when there are only minutes to escape. However, photos stored on compact PhotoSave DVDs can be easily carried to a safe location.

“If the only copies of your photos are on your computer and something happens to the computer or you accidentally delete the file, it's lost forever,” said Tim Clatterbuck, Verbatim Optical Storage Manager. “We're excited about our new PhotoSave Recordable DVDs because they make photo protection so easy anyone can do it. There's no software to install and nothing to learn. It does it all for you. And,” he emphasized, “it's affordable, so we also recommend that consumers make more than one copy of the photos they don't want to lose and keep them at different locations for added protection.”

Verbatim PhotoSave DVDs can be used with Windows® 2000, XP and Vista™ systems and requires a DVD-R writer.

Pricing and Availability

Packaged in 3-pack and 5-pack standard slim cases for protection and portability, the 3-pack Verbatim PhotoSave DVDs will be available at leading retailers and e-tailers by the end of September followed by the 5-packs in October. The suggested retail prices are US\$9.99 for the 3-pack and US\$14.99 for the 5-pack.

About Verbatim

Verbatim's businesses in the Americas, Europe/Middle East/Africa and Asia Pacific regions are wholly owned subsidiaries of Tokyo-based Mitsubishi Kagaku Media Co., Ltd. MKM's parent company, Mitsubishi Chemical Corporation (MCC), is Japan's largest chemical company.

Verbatim develops and markets innovative, high-quality products for storing, moving and using digital content. Known for its leadership in the optical, magnetic and flash storage and related accessories markets, the company provides reliable, unique technologies and products that are highly sought after and broadly distributed worldwide. For more information, contact Verbatim Americas, LLC, 1200 W.T. Harris Boulevard, Charlotte, NC 28262, (800) 421-4188. In Europe, Verbatim Ltd., Prestige House, 23-26 High Street, Egham, Surrey, TW20 9DU, UK, (+44) 1784 439 781. In Japan, Mitsubishi Kagaku Media Co., Ltd., [4-1-23, Shiba 5-Chome](#), Minato-ku, Tokyo [108-8415](#), (+81) 3-5454-3972. Or visit the web site at www.verbatim.com and select the country of your location.

Editor's Note: For photos and more information on Verbatim's new PhotoSave Recordable DVDs, contact Andy Marken, Marken Communications, Inc.; (408) 986-0100 or email andy@markencom.com

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¹ Number of photos stored is based on an average photo size of 2MB.