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TDK GIVES OEM CUSTOMERS A COMPETITIVE ADVANTAGE WITH HIGH-PERFORMANCE, TECHNOLOGICALLY ADVANCED RECORDING MEDIA SOLUTIONS

-- Top Tier Supplier's U.S.-Based Operation Offers Unparalleled Quality and Service to Media Providers in the Americas and Europe --

GARDEN CITY, NY, November 16, 2007 – TDK Electronics Corporation, a world leader in advanced recording media technology, today announced new steps to maximize its initiative as a top-tier OEM supplier of high-performance recording media solutions and technologies. With the deployment of a U.S.-based operation dedicated solely to supporting the expansion of the company's OEM business in the Americas and Europe, TDK is reinforcing its drive to forge new relationships with OEM customers that are seeking a competitive advantage.

"As a recording technology leader for more than 70 years, TDK has mastered the art of developing and manufacturing media solutions that outperform competitors," noted Paul Roberts, Manager of TDK OEM Recording Media Business, USA and Europe. "Our OEM customers can harness the quality that's synonymous with TDK to realize a meaningful competitive advantage in the marketplace. Partnering with TDK ensures our OEM customers will always have direct access to the highest quality, cutting-edge recording media technologies and proprietary formulations that are the foundation of all TDK media products."

Your OEM Partner for Recording Media Solutions

With broad R&D and manufacturing operations specializing in key media categories that give OEM customers opportunities to offer products that strengthen their brand, TDK is a valuable partner. TDK's longstanding expertise in recording media enables to company to realize development and manufacturing efficiencies that are passed along to OEM customers.

TDK's relationships with hardware and software providers throughout the world result in the creation of recording media solutions that offer high compatibility and meet or exceed all customer specifications. TDK's leadership spans the recording media solutions of blue laser optical and magnetic media data storage tapes.

The only media company that's a founding member of the Blu-ray Disc Association, TDK is a preeminent leader in Blu-ray Disc recording media technology. TDK developed the standard in hard coating technology to protect the surfaces of its Blu-ray Discs. Every Blu-ray Disc manufactured by TDK incorporates this technology to provide exceptional reliability for a range of mission-critical applications from enterprise data backup and retrieval to HD video content authoring and duplication. The spin coating manufacturing technique pioneered by TDK for Blu-ray Discs enables the formation of exceptionally smooth media layers that give a performance edge.

TDK has made numerous groundbreaking advancements in its drive to pioneer Blu-ray Disc technology. Highlights include creating the world's first 100GB Blu-ray Disc prototype, and recently the 200GB recordable Blu-ray Disc prototype. Other Blu-ray industry firsts include the development of media with 4x recording speed capability, and the creation of Blu-ray Discs that feature a printable surface. TDK will

make the latest Blu-ray advancements available to its OEM customers, extending yet another competitive advantage.

A longtime quality and market leader in LTO Ultrium media, TDK offers a full range of LTO solutions and is already committed to supporting the LTO roadmap through generation 6. TDK LTO Ultrium media products incorporate cutting-edge tape technologies that have been refined through their utilization in numerous tape formats and generations. TDK puts special emphasis on its custom manufactured cartridge designs, because an LTO cartridge must function as a seamless extension of the hardware to achieve reliability.

Additional TDK solutions that are being offered to OEM customers include DAT-72, DAT-160 and DDS 4 data cartridges, all of which feature high quality tape and cartridge designs to deliver superior performance, reliability and longevity.

About TDK

TDK Electronics Corporation is a subsidiary of TDK Corporation (NYSE: TDK), a global electronics company headquartered in Tokyo, Japan. A leading supplier of advanced recording media technology to OEM customers in the Americas and Europe, TDK Electronics Corporation is on the forefront of next-generation technologies such as Blu-ray Disc recording media, an optical disc ideally suited for data archival and high-definition video recording. TDK Electronics also offers professional data storage solutions including LTO Ultrium media, DAT-72, DAT-160 and DDS4.

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