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**Ridata Features 32GB 2.5" SATA SSD CF Cards and Yego USB Hub at Storage Networking World**

*32 GB 2.5" SATA Solid State Drive (SSD) Features Read; Write: 60MB/PS; 48MB/PS*

/24-7PressRelease/ - DIAMOND BAR, CA, October 12, 2007 -- Advanced Media, Inc., manufacturer and marketer of the popular Ridata brand of recordable CD and DVD media, electronic storage products, and digital media accessories, will be exhibiting in booth #PP27 at Storage Networking World - USA on October 15 - 18, 2007 at the Gaylord Texan Resort in Dallas, Texas. The company will be demonstrating its new, non-volatile 32 GB 2.5" SATA Solid State Disk (SSD) drive. The new SSD drive offers performance that is almost twice as fast a conventional Hard Disk Drive.

"We are pleased to showcase our extensive line of Ridata storage products at Storage Networking World. Featured will be our newest entry into the Ridata SSD Drive series, the new 2.5 SATA SSD offering consistently high performance in all environments," remarked Harvey Liu, Advanced Media President. "Compared to a traditional HDD the Ridata 2.5" SATA SSD is smaller; uses half as much power; is ultra lightweight; offers fast boot and access times; and operates at a low temperature with no mechanically moving parts," Liu added.

**32GB 2.5" SATA SSD**

Reduces boot up and seek times to seconds compared to conventional HDD'S. Users can install software in seconds rather than minutes. The data transfer rates are 60MB/s for maximum sequential read and 48MB/s for maximum sequential write. SSD Drives are inherently resistant to vibration, shock and temperature extremes. The RoHS compliant drive is very reliable with more than 4,000,000 hours Mean Time Between Failures (MTBS). This level of durability reduces IT labor costs, and the danger of losing critical data.

**233X 16GB Compact Flash Card (CF)**

The non-volatile Ridata CF card features dual channels of data throughput to achieve the high-speed reading of 233X (approximately 35MB/per sec), and high-speed writing of 100X (about 15MB/per second). Read and write speeds vary depending on the device used. The card also offers low power consumption with automatic power management and conforms to the Compact Flash Association Standard.

**Yego USB Hub Drive**

The Yego comes in six fun colors and features up to 4GB of storage with two additional USB ports for added connectivity for a laptop or other computing devices. A key concern with any flash storage device is security. To assure privacy and protection, the Yego Drive features advanced partition and security functions enabling users to create password-protected sectors for the storage of personal or highly confidential material. A tie-style LED indicator shows usage status, assuring there is never any doubt as to which port is currently in use.

Ridata is currently developing a variety of 2.5" SATA and 1.8" IDE based SSD cards with capacities and interfaces for every need. Ridata products are available through selected retailers and Ridata distributors. Visit [www.ritekusa.com](http://www.ritekusa.com) for more information.

**About Advanced Media (RITEK USA)**

Advanced Media, Inc. is a subsidiary of RITEK Corporation, the world's largest optical media manufacturer. Advanced Media is the sole North and South American marketer and distributor of the RIDATA brand of recordable CD and DVD media as well as other types of electronic storage media. Since its formation in 2001, Advanced Media has experienced phenomenal annual growth and is already a leading marketer of electronic storage products in the American market.

The Ridata brand offers an extensive line of flash memory products including the cutting edge Solid State Drive (SSD) Series and up to 16GB 233X CF Cards. The brand also features USB EZ Drives including the award-winning Yego USB Hub drive and other USB drives such as the Twister USB drive. Ridata's cornerstone products include Blu-Ray DVD series,

HD DVD series, DL DVD-R/+R, DVD+/-R/RW, and CD-R/RW

RITEK for years has been defining and redefining the optical storage market. Around the world, its name is synonymous with innovation, quality, and unparalleled consistency. Its ISO 14001, ISO 9001, ISO 9002, OHSAS 18001, and Green Mark certification from the EPA prove RITEK's commitment to quality control.

Advanced Media is headquartered in Diamond Bar, California. For further information, call (909) 861-2269 or e-mail: [ssdsales@ritekusa.com](mailto:ssdsales@ritekusa.com). Visit the Advanced Media web site at: [www.ritekusa.com](http://www.ritekusa.com).

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