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Announcing the Ridata 32 GB 2.5"IDE Ultra-S Solid-State Drive for the Industrial Market

The Ridata 2.5" Ultra-S IDE SSD drive is a cutting-edge solid-state flash disk, based on NAND flash technology. It has no moving parts, which allows it to be virtually silent, run cooler, and use less power than a traditional hard disk drive.

/24-7PressRelease/ - DIAMOND BAR, CA, February 13, 2008 -- Advanced Media, Inc., is the manufacturer and marketer of the popular Ridata brand of recordable CD and DVD media, electronic storage products, and digital media accessories. The company announced today another addition to its award-winning Ridata Solid State Drive (SSD) product line up. The Ridata 2.5" IDE Ultra-S is available in a 32 GB capacity in late February. A 64 GB version will be available at the end of Q1 2008.

Technology

The Ridata 2.5" Ultra-S IDE SSD drive is a cutting-edge solid-state flash disk, based on NAND flash technology. It has no moving parts, which allows it to be virtually silent, run cooler, and use less power than a traditional hard disk drive. Using single level-chip (SLC) technology, the Ridata SSD drive provides consistent performance in a variety of harsh environments using extremely low-power consumption compared to traditional hard disk drives.

Features

The new drive offers a sustained read speed of up to 50 MB/per second and a sustained write speed of up to 45MB/per second. It supports the Industry Standard IDE (ATA) Protocol that ensures it is fully compatible with devices and Operating Systems that use the IDE 44-Pin standard. Inherently resistant to vibration, shock, and temperature extremes, it is very reliable with more than 4,000,000 hours Mean Time Between Failures (MTBF). Data integrity is further supported by static wear leveling; Reed-Solomon ECC (RS-ECC 6/8/10 symbols) and bad block management. With S.M.A.R.T. features and a write endurance cycle (P/E) of more than 100,000 times, the 32 GB Ridata IDE SSD drive is built to securely write and store critical data.

The drive requires a five-volt power supply. Because of its low-power consumption, user time on mobile computing applications is dramatically extended. Having no mechanical parts, low power consumption, and minimal heat generation, the Ridata SSD drive will help create a greener environment.

Operating Environment

The Ridata SSD drive provides consistent performance and handles extreme operating temperatures up to 70°C and is tolerant to a wide range of -5°C to 75°C temperatures. For safe data storage, its temperature can range between -55°C ~ 95°C and the drive has up to 95% non-condensing humidity resistance assuring long-lasting data storage. The Ridata SSD has sleek, black plastic housing and is among the lightest-weight storage drives available with dimensions of 100 x 69.8 x 9mm. It is excellent for performance-driven and rugged environments, such as industrial, professional, and military applications.

Availability

The Ridata 2.5" IDE based SSD cards will be available in late-February. Visit 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.

The Ridata brand offers an extensive line of flash memory products including the cutting edge Solid State Drive (SSD) Series and up to 16GB 266X 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.

For years RITEK 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. Visit the Advanced Media web site at: www.ritekusa.com.

- 30 -

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