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Fry's Stores Choose Ridata 32 GB SATA Turbo SSD Drives

Ritek is among the first manufacturers to offer SSD Drives at traditional retail outlets. The lightweight yet rugged drives offer read speeds up to 68 MB/per second and write speeds up to 50MB/per second.

/24-7PressRelease/ - DIAMOND BAR, CA, February 14, 2008 -- Advanced Media, Inc., is a 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 that its Ridata Solid State Turbo Drives (SSD) will be available for purchase at all 34 Fry's Electronics stores and online at www.frys.com in February.

"We are pleased to be the first to partner with the popular Fry's Electronics to provide early adopters, gamers and savvy consumers a Solid State Drive alternative to Hard Disk Drives. SSD drives offer a host of benefits over traditional hard disk drives especially for notebooks. Cool and silent running; fast data access times; dependability and resistance to harsh environments make SSD drives a serious contender for eventually replacing Hard Disc Drives," remarked Harvey Liu, Advanced Media President.

Data Integrity

The Ridata SSD drive is 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 wearing leveling and Reed-Solomon ECC (RS-ECC 6/8/10 symbols). With SMART features and write endurance cycle (P/E) of more than 2,000,000 times, the Ridata SSD drive is built to securely write and store critical data.

Technology

The Ridata 2.5" Turbo SATA 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 technology, the Ridata SSD drive provides consistent performance and has extremely low-power consumption in comparison to a traditional hard drive. The Ridata SSD is among the lightest-weight storage drives available. It is excellent for performance-driven and rugged environments, such as laptops, and industrial, professional, and military applications.

Performance

The drive requires only a five-volt power supply. Because of its low-power consumption, user time on a laptop or other mobile computing application is dramatically extended. Having no mechanical parts, low power consumption, and minimal heat generation, the Ridata SSD drive is a natural alternative for a greener environment. Meeting bus interface industry standard Serial ATA (SATA) ensures there are no host compatibility or upgrading issues. The Ridata drive offers reliable temperature (0 to 70C) and humidity resistance, assuring long-lasting data storage. The 2.5" drive weighs 64.5 grams with dimensions of 101.85 x 69.85 x 9mm.

Availability

The Ridata 2.5" SATA based Turbo SSD cards will be available at Fry's stores and Frys.com in 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. Ritek's cornerstone products include Blu-Ray DVD series, HD DVD series, DL DVD-R/+R, DVD+/-R/RW, and CD-R/RW

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

About Fry's Electronics

Fry's was founded as a Silicon Valley retail electronics store to provide a one-stop-shopping environment for the hi-tech professional. Fry's continues to keep hi-tech professionals supplied with products representing the latest technological trends and advances in the personal computer marketplace. Fry's retails over 50,000 electronic items within each store, now totaling 34.

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