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**Ingram Micro Expands U.S. Channel Distribution of the Ridata SSD Series**

*Ridata Solid State Drives (SSD) Will Also be on Exhibit at The Embedded Systems Conference.*

/24-7PressRelease/ - DIAMOND BAR, CA, April 18, 2008 -- Advanced Media, Inc., is a manufacturer and marketer of the popular Ridata brand of recordable DVD media, electronic storage products and digital media accessories. Ridata SSD will be offered via Ingram Micro Inc. (NYSE: IM), the world's largest technology distributor. Advanced Media will be demonstrating the advantages of Ridata SSD's in Booth # 2025 at the upcoming Embedded Systems Conference in San Jose, CA on April 15-17, 2008.

"We are pleased Ingram Micro has selected our award-winning Ridata Solid State Drives to offer as an option for the wide variety of resellers they work with. The energy efficient drives provide many benefits over hard disk drives including fast boot up and access times that improve overall system performance," remarked Harvey Liu, Advanced Media President.

The Ridata SSD drives are now available to resellers through Ingram Micro, for the retail, SMB, government industrial and education markets. Advanced Media has also created a series of educational materials designed to help the end consumer better understand SSD and make an educated purchase decision. For more information on the Ridata educational SSD materials available for posting to retailer's websites that address compatibility issues, tips for the ultimate system design and easy integration please contact Denise Starbird via email at: [denises@riteusa.com](mailto:denises@riteusa.com).

Advanced Media's distribution agreement with Ingram Micro is facilitated through AccessChannel Partners LLC which enables Ingram Micro to offer Ridata SSD as an alternative to hard disk drives to its retailers, SMB, government and education-oriented clients. Ridata SSDs offers the right mix of cost and performance to satisfy today's demanding storage requirements to resellers in the U.S.

**Benefits:**

Businesses today are under pressure to conserve revenue and go green. Ridata SSD drives help solve both these challenges. Durable Ridata Solid State Drives have no moving parts, which allow them to be virtually silent, run cooler, and use less power than a traditional hard disk drive. They are better equipped to survive in harsh environments and also offer strong shock tolerance. Most computer veterans have experienced hard drive failure and the hours of work involved in restoring data. SSD offers a solution that may replace mechanical hard drives as the storage medium of choice.

**Performance:**

The Ridata 2.5" Turbo SATA SSD drive is a solid-state flash disk, based on NAND flash technology. Using single-level-chip technology, the Ridata SSD drive provides consistent performance and has lower-power consumption than hard disk drives so mobile user time is dramatically extended. 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.

**About Ingram Micro:**

As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services, and product aggregation and distribution. The company serves 150 countries and is the only broad-based global IT distributor with operations in Asia. Visit <http://www.ingrammicro.com>.

**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 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 266X CF Cards. The brand also features USB EZ Drives including the award-winning Yego USB

Hub drive and the Twister USB drive. Ridata's cornerstone products include Blu-Ray, DL DVD-R/+R, DVD+/-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.

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