Millenniata and Verbatim-MKM Enter Worldwide Co-Branding, Co-Marketing and Joint Development Agreement for Archival-Grade M-Disc Technologies and Discs

Charlotte, NC – January 12, 2015 – Verbatim and Millenniata are proud to announce they have entered a global M-Disc® agreement that Millenniata's Chief Executive described as "deep and wide-ranging."

Under the terms of the agreement, Verbatim and its parent company, Mitsubishi Kagaku Media (MKM), will begin worldwide marketing and sales programs of M-Disc branded DVD and BD-R media and technologies to consumers and enterprise customers. MKM will also pursue M-Disc relationships with archival software developers and OEMs (Original Equipment Manufacturers) in the personal computer and optical disc drive (ODD) markets, including M-Ready® ODD manufacturers.

Verbatim will offer M-Disc media in DVD and BD-R formats

Initial Verbatim and M-Disc product offerings for enterprise customers, end-users and SMBs* under this agreement will include the following:

- 4.7GB DVD M-Discs
- 25GB BD-R M-Discs
- 100GB BD-R BDXL™ M-Discs
- 200GB Double Sided, Blu-ray Disc™ (BD-DSD) M-Discs

Additionally, Millenniata, Verbatim and MKM have agreed to joint development efforts designed to expand the capabilities and capacities of archival-grade data storage technologies both in terms of longevity and data storage capacity.

"We are excited to enter into such a deep and wide-ranging strategic relationship with Verbatim, a global leader in data storage technologies, and its parent company, Mitsubishi Kagaku Media," said Paul Brockbank, CEO of Millenniata. "Clearly, the explosive growth in digital content creation at the consumer and enterprise level is continuing to accelerate and we are proud to provide the world's best technology and media to preserve that critical digital content. We understand how important preserving our most precious data is; so does Verbatim. That is why we are so pleased to be able to collaborate with Verbatim and MKM to advance the availability of M-Discs in multiple formats and storage capacities, and together create future products that expand the capacity and longevity even further."

Millenniata's patented M-Disc technology for archival grade Blu-ray and DVD optical media provides users with data storage options that can last for up to 1,000 years.

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Verbatim
Technology you can trust

"Millenniata has clearly developed outstanding archival-grade, data storage capabilities with its M-Disc branded technologies," said Tetsuya Mutsu, President of MKM. "Verbatim is the world's leading supplier of optical media. By combining the M-Disc, Verbatim and MKM brands together, we are further strengthening our position in the market and broadening our portfolio of archival-grade data storage products for enterprises and customers."

Millenniata's writable M-Discs utilize a layer of patent-protected inorganic materials, rendering archival-grade M-Disc DVDs and BD-R discs practically impervious to environmental exposure – unlike typical writable BD-R or DVD discs. Incorporating these patented rock-like materials ensures that it is nearly impossible to degrade the data stored on an M-Disc BD-R or DVD disc.

In fact, ISO/IEC 10995/16963 standard longevity tests have proven the durability of Millenniata's patented M-Disc technology, and this is the only data storage solution to withstand rigorous testing by the US Department of Defense. Based upon Millenniata's extensive laboratory tests, M-Discs have an expected usable lifetime of over 50 years.

Verbatim/MKM anticipates that its co-branded Verbatim and MKM/M-Disc DVDs and BD-R discs will be available in early 2015.

* SMBs = Small- to Medium-sized Businesses

About Verbatim

Verbatim's businesses in the Americas, Europe/Middle East/Africa and Asia Pacific regions are wholly owned subsidiaries of Tokyo-based Mitsubishi Kagaku Media Co., Ltd. MKM's parent company, Mitsubishi Chemical Corporation (MCC), is one of Japan's largest chemical companies. Verbatim develops and markets innovative, high-quality products for storing, moving and using digital content. Known for its leadership in the optical and flash storage and related accessories markets, the company provides reliable, unique technologies and products that are highly sought after and broadly distributed worldwide. For more information, contact Verbatim Americas, LLC, 1200 West W.T. Harris Boulevard, Charlotte, NC 28262. In Europe, Verbatim Ltd., Prestige House, 23-26 High Street, Egham, Surrey, TW20 9DU, UK, (+44) 1784 439 781. In Japan, Mitsubishi Kagaku Media Co., Ltd., 4-1-23, Shiba, Minato-ku, Tokyo 108-8415, Japan (+81) 3-5454-3972. Or visit the web site at www.verbatim.com.

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