FOR IMMEDIATE RELEASE

Archive for Enterprise as Millenniata Inc. and Mitsubishi Kagaku Media deliver an MDISC™ 100GB Blu-ray™ optical Media for lifetime data archiving.

The recently formed worldwide strategic alliance for co-branding and joint development of archival optical media, between Millenniata (MDISC) and Mitsubishi Kagaku Media (MKM), has achieved its first milestone

American Fork, Utah and Charlotte, North Carolina - February 3, 2015 - Millenniata and MKM/Verbatim announce the first 100GB Blu-ray™ optical discs which will enable consumers, SMBs and enterprises to utilize large-scale optical storage to capitalize on the greater than 1,000 year archival storage life that M-DISC™ technology provides! The 100GB M-DISC™ Blu-ray™ media will be available for shipment globally through the Verbatim and Millenniata Channels by the end of February 2015.

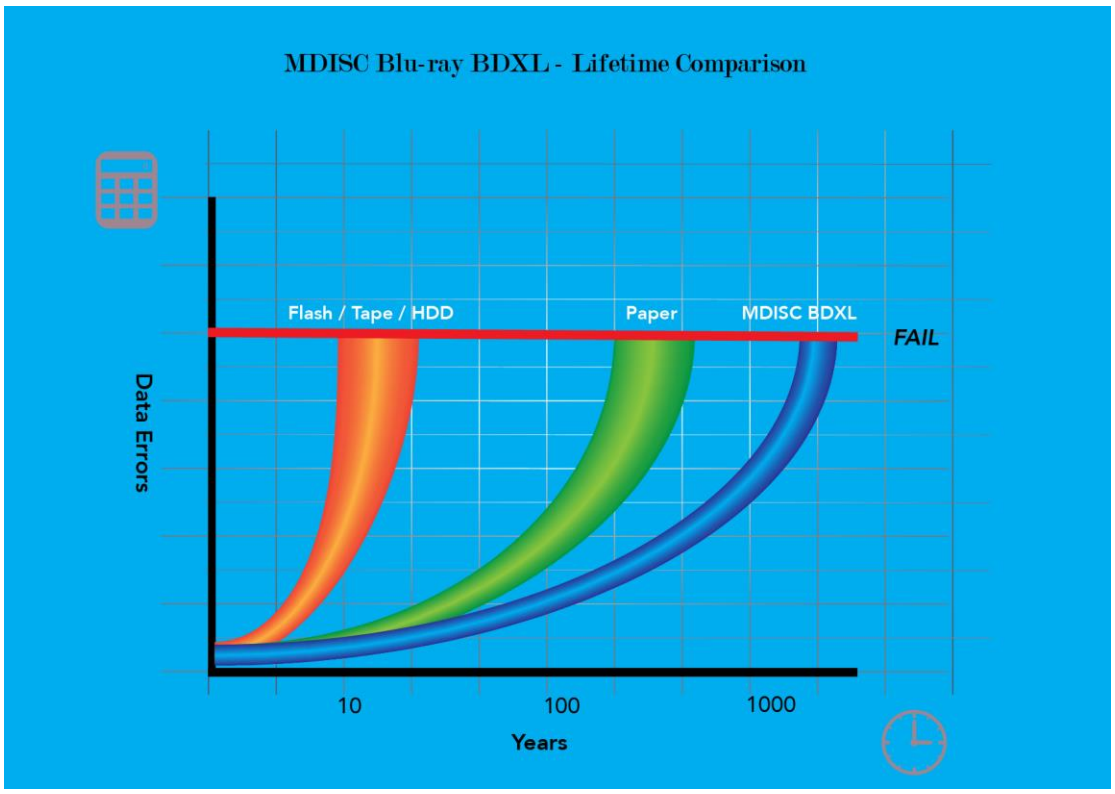
MKM / Verbatim is world renowned for pushing the boundaries of optical disc technology and delivering high quality products. This latest Blu-ray™ media is being manufactured at the Mizushima factory in Japan and has undergone rigorous and extensive tests to ensure both performance and compliance. Manufactured in accordance with and conforming to the standard BDXL™ specification, the 100 GB M-DISC media will work in any BDXL™ capable Blu-ray™ drive.

The 100GB BD M-DISC™ has been tested by MKM, Millenniata and 3rd parties according to the internationally-accepted lifetime testing standard ISO/IEC 16963 2nd ed. The outcome is a remarkable average lifetime of significantly more than 2,000 years with no more than 1 failure per 100,000 discs expected, after more than 1,000 years at 25C (77F) and 50% relative humidity. In other words, data can be reliably stored for centuries on the 100 GB BD M-DISC™ in a typical home or office closet.

Paul Brockbank, CEO, Millenniata commented, "This is a very exciting time for us as we now have product offerings that cater to all market sectors from consumer to enterprise with our DVD, Blu-ray™, and now BDXL MDISC™ media. The longevity of our media is proven and with the manufacturing support and co-operation of Mitsubishi Kagaku Media we are confident that our OEM's and channel partners will be very happy with the quality."

Tetsuya Mutsu, President, MKM added, "Millenniata has clearly developed outstanding archival-grade, data storage capabilities with its M-DISC™-brand and technology. As the world's leading supplier of optical media, combining the M-DISC™, Verbatim and MKM brands further strengthens our position in the

market and broadens our portfolio of archival-grade data storage products to both consumer and enterprise users."



Millenniata Inc.

Millenniata / MDISC™ develops and markets technology and products that deliver Permanent Data Storage, or the ability to store digital data more reliably than paper. The M-DISC™ product family provides the means to preserve digital information, images, and video for future generations in real-world environments with reasonable costs. Millenniata backs up these claims with detailed, published test data and analysis that is based on solid science and internationally-recognized test standards and protocols.

Millenniata has transformed the world of data storage with its archival-grade M-DISC™ technologies, advancements that allow data to be *"written once and read forever."* For more information, please visit www.MDisc.com.

In addition to the 100 GB M-DISC™ BDXL product, Millenniata has DVD (4.7 GB) and single-layer (25 GB) Blu-ray products that are available worldwide through a variety of distribution channels. A 50 GB M-Disc Blu-ray product is expected before the end of Q1 2015.

About Mitsubishi Kagaku Media / Verbatim

Mitsubishi Kagaku Media, a 100% subsidiary of Mitsubishi Chemical Corporation, is a company that plans, develops, manufactures and sells products based on the technology and knowledge of the Mitsubishi Chemical Group.

Verbatim is a global brand of Mitsubishi Kagaku Media sold in over 120 countries worldwide. According to SCCG/JRIA data, Verbatim has had the largest market share of recordable optical discs (CD/DVD/BDs) sold worldwide by brand for eight consecutive years.

Product Range:

End-users and SMBs

- 4.7GB DVD M-DISC™
- 25GB BD-R M-DISC™
- 100GB BD-R BDXL™ M-DISC™

Enterprise Customers

- 100GB BD-R BDXL™ M-DISC™

Millenniata, M-DISC™ and M-Ready are registered trademarks of Millenniata, Inc. All other trademarks are property of their respective owners.

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