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**FOR IMMEDIATE RELEASE**

## **Verbatim 1GB Store 'n' Go™ U3 Smart Drive Delivers the Ultimate in Personal Workspace Portability**

**CHARLOTTE, NC (September 19, 2005)** – Verbatim® Corporation announced today its 1GB Store 'n' Go™ U3 Smart Drive, the newest member of its award-winning family of Store 'n' Go USB drives. About the size of a pack of gum, Verbatim's revolutionary smart drive provides users with a new mobile computing platform that allows them to carry smart software applications, PC settings, files and personal preferences wherever they go and to access them on any Windows® XP or 2000 PC.

The new device is based on the U3™ smart drive computing platform which transforms USB flash drives from simple storage devices into USB smart drives. Verbatim's Store 'n' Go U3 Smart Drive will be showcased at the DEMOfall Conference held at the Hyatt Hotel in Huntington Beach, California September 19-21. Products will be available mid-October.

Simple to use, Verbatim's new Store 'n' Go U3 Smart Drive plugs into a USB port on a PC so users can work on any computer as if it were their own. With the U3 platform, users can launch portable applications from the smart drive without requiring the applications to be installed on the computers. As a result, users can work in familiar environments and don't have to worry about leaving any personal information or traces of their visit behind. Everything remains stored on the USB smart drive.

“The vision behind the U3 smart drive is to enable a computing experience that is private, personalized, protected and portable on any computer,” said U3 Chief Executive Officer Kate Purnal. “By basing its new Store 'n' Go U3 Smart Drive on the U3 platform, Verbatim combines true freedom of mobility with the quality and reliability consumers expect from the Verbatim brand.”

“Computing mobility has become a priority with business users and consumers,” said Mark Rogers, Verbatim Business Development Manager. “Built on the U3 platform and capable of supporting the wide range of U3 smart software, the Store 'n' Go U3 Smart Drive mobilizes the user's personal workspace. They can carry their emails, applications, personal settings,

–more–

bookmarks and favorites, folders and documents with them wherever they go without always having to carry a laptop, or risk not having a needed application on a borrowed PC.”

Verbatim's new Smart Drive comes with U3 Launchpad, an intuitive interface that makes accessing U3 smart software and device features fast and easy. It also includes McAfee anti-virus protection and an advanced password security system to prevent unauthorized access to the device. Additional smart software applications are available free to Verbatim smart drive owners who register at [Verbatim.com/U3](http://Verbatim.com/U3). An extensive library of U3 smart applications ranging from backup, email and photo organizers, to music players and graphics applications can be downloaded from [www.u3.com](http://www.u3.com) as well as directly from the Store 'n' Go U3 Launchpad.

### **Pricing, Availability**

Verbatim's 1GB Store 'n' Go U3 Smart Drive will be available mid-October through Verbatim retail and distribution channels at a projected street price of \$99.00. The complete package also includes pre-loaded McAfee anti-virus software, advanced password security features, a safety lanyard, personal identification labels and a quick start guide. For more information on the new Store 'n' Go U3 Smart Drive and the full range of Verbatim storage solutions, visit [www.verbatim.com](http://www.verbatim.com).

### **About U3**

U3 LLC of Redwood City, Calif., has developed an innovative platform to make U3 powered USB smart drives that host a “personal workspace” – not only data and files, but software programs, personal user preferences and the means for managing them. U3 smart drives transform a PC into a truly personalized computer, quickly, easily and securely, and exit transparently when done. For more information see [www.U3.com](http://www.U3.com).

### **About Verbatim**

Verbatim® Corporation, a Mitsubishi® Kagaku Media Company, is an international organization that develops and markets innovative, high-quality products for storing, moving and using digital content. Known for its leadership in the removable storage media 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 at 1200 W.T. Harris Boulevard, Charlotte, NC 28262, (800) 421-4188, FAX (704) 547-6609; or visit the company's web site at [www.verbatim.com](http://www.verbatim.com).

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