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Plextor Selects Broadfield Distributing, Inc. to Expand Market for ConvertX and DVD±R/RW Products

Leading Video Distributor Will be Key in Launching the New ConvertX PX-M402U

Plextor CES Booth, 22711R

LAS VEGAS, NV - January 7, 2004 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, announced today that Broadfield Distributing, Inc., a leading distributor of video editing and production equipment in the U.S., will carry the Plextor ConvertX and DVD±R/RW line of products in the United States. Through its network of more than 4,200 resellers, Broadfield Distributing will deliver ConvertX to dealers eager to provide their customers with the ability to archive their videos to MPEG-4/DivX® and DVD±R/RW drives to those who want the fastest write speeds currently available.

"An affordable and easy-to-use solution for archiving high-quality video is finally here," said Gary Bettan, Vice President of Marketing at Broadfield Distributing. "The ConvertX PX-M402U provides the opportunity to offer our dealers an encoding solution that will support MPEG-1/VideoCD, MPEG-2/DVD as well as the highly anticipated MPEG-4 and DivX formats. Customers will be excited to have a solution that will provide up to 10 hours of editable video on a single DVD, and, of course, a super-fast DVD±R/RW drive to burn the disc. Plextor is the complete solution!"

Broadfield Distributing has more than 20 years experience in supplying video editing and production solutions to resellers, VARs and System Integrators throughout North America. The company serves a wide variety of dealers supplying users including corporate offices, religious organizations, production facilities, wedding and event videographers, classrooms and home video enthusiasts. In addition to the Plextor products, Broadfield Distributing offers numerous video and computer products from other leading manufacturers. Broadfield will offer the Plextor PX-708A and PX-708UF drives, the ConvertX PX-M401U, and, help launch the new ConvertX PX-M402U announced this week.

"Broadfield Distributing has long been recognized as one of the leading wholesalers in the United States," said Dirk Peters, Director of Marketing and New Business Development at Plextor. "With their deep understanding of the video market, Broadfield immediately recognized the importance of adding Plextor to their strong line of products. We look forward to working with Broadfield as the video market adopts MPEG-4 as the standard for archiving high-quality video and authoring to DVD."

ConvertX Digital Video Converter

ConvertX allows users to capture video to their computer for editing, storing, and sharing. Users simply connect a video source-such as an analog or digital camcorder, DVD player, VCR, or television-to one of ConvertX's AV connections, which include RCA Composite Audio/Video Input, S-Video Input. ConvertX automatically converts the analog video into a digital format for editing, authoring, and recording on media. Video capture formats include MPEG-1 (VideoCD), MPEG-2, (DVD), MPEG-4, and DivX. ConvertX supports major international video broadcast standards, NTSC, PAL, and SECAM, making it the ideal product for virtually any video source. ConvertX connects to host computers via the Hi-Speed USB 2.0 interface, ensuring that users get the highest possible video capture quality.

Plextor PX-708A and PX-708UF DVD±R/RW Drives

The Plextor PX-708 is a highly versatile DVD/CD burner specifically designed to deliver high-quality recording performance. The drive gives users the ability to create, edit, and share customized DVDs and CDs using video, photos, audio, and data. A unique combination of Plextor features and technologies deliver unparalleled CD-R/RW recording reliability. Buffer Underrun Proof Technology prevents buffer underrun errors, so users can multi-task during a recording session. PoweRec is a sophisticated write strategy for stable recording at maximum speeds. VariRec allows adjustment of laser power to produce the highest quality audio recording possible. The PX-708A is an internal unit while the PX-708UF is an external FireWire and Hi-Speed USB 2.0 device.

About Broadfield Distributing, Inc.

Based in Long Island, New York, Broadfield Distributing is a leading distributor of video editing and production equipment dedicated to providing resellers with product information, technical support, pricing and an unprecedented online resource at www.broadfield.com with password protected pricing.

About Plextor

Plextor Corp. is a leading developer and manufacturer of high-performance digital media equipment for professionals, consumers, and enterprises. Headquartered in Silicon Valley since 1990, Plextor has introduced generations of award-winning products, including optical drives for CD-ROM, CD-R, CD-RW, and DVD±R/RW, as well as video capture devices. Plextor is privately owned by Shinano Kenshi Co., Ltd., a developer and manufacturer of advanced technology hardware and precision electronic equipment headquartered in Japan.

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