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PLEXTOR INTRODUCES COST REDUCED VERSION OF 52X CD-R/RW DRIVE

Ideal High-Performance, Low-Cost Solution for Systems Integrators, Direct Accounts, OEMs

LAS VEGAS, Nev. - CES Booth #70533P - January 3, 2005 - Plextor® Corp., a leading developer and manufacturer of high-performance digital media equipment, today announced the PX-230A CD-R/RW drive. The new burner offers today's top CD recording speeds, 52X CD-R and 32X CD-RW, and delivers reliable, high-quality CD recordings. With an MSRP of just \$65, the drive is specially designed for high-volume systems integrators, major enterprises, and OEMs seeking a moderately priced CD drive with high performance features.

Although the PX-230A breaks a new price barrier for Plextor, it includes Roxio Easy Media Creator 7.1 Basic VCD Edition, the latest version of Roxio's award winning software. Buffer Under Run Proof technology prevents buffer underrun errors, so users can multi-task during a recording session. Superior 52X-max digital audio extraction (DAE) eliminates pops, clicks, and hisses for superior sound quality.

"Thanks to lower manufacturing costs, Plextor now can offer a 52X CD-R drive at a lower cost than our previous version, and we increased the CD-RW speed from 24X to 32X," said Howard Wing, vice president of sales and marketing for Plextor. "The CD-R/RW market continues to compete against DVD recordable technology. One major reason is security concerns at enterprises. IT departments don't want to give every employee the ability to burn 4.7 gigabytes of critical corporate data onto a DVD or watch DVD movies at work. Most are comfortable with employees having a CD-R/RW drive to back up critical files, distribute content such as digital media, and perform other tasks that require removable data storage."

PX-230A CD-R/RW Drive

The 3-in-1 PX-230A drive features 52X CD-Writing, 32X CD-Rewriting, and 52X-max CD-Reading. Available as a 5.25-inch half-height internal drive with an ATA/ATAPI-5 interface, the drive makes installation faster and easier than ever before. The drive is designed for flexible PC installation, with support for horizontal or vertical drive bay orientation and Plug & Play compatibility with Microsoft Windows® 98/ME/2000/XP operating systems.

The unit features a 2 MB data buffer and burst data transfer rates of 33.3 MB/sec (UltraDMA Mode 2) or 16.6 MB/sec (PIO Mode 4/DMA Mode 2). PlexWriter drives support a wide variety of CD writing modes, including Track-at-Once, Disc-at-Once, Session-at-Once, Multisession, and variable/fixed packet writing.

Software Bundle - Roxio Easy Media Creator 7.1 Basic VCD Edition

Plextor's bundled software package offers ease-of-use and extensive functionality. The PX-230A ships with the Easy Media Creator 7.1 Basic VCD (Video CD) Edition software package from Roxio, a division of Sonic Solutions. Roxio's number one selling CD-recording software allows users to drag and drop files to CD-R and CD-RW media. Easy Media Creator includes Drag-to-Disc® (packet writing), CD pre-mastering, one-button CD copier, and the ability to create enhanced and mixed-mode CDs. Easy Media Creator also provides the ability to create music CDs, photo slide shows synchronized with music, data CDs, and backup copies of personal discs.

Pricing and Availability

The Plextor PX-230A drive is scheduled for shipment at the end of January to distributors and resellers in North and South America with a Manufacturer's Suggested Retail Price (MSRP) of \$65.00 USD. All retail packages include one-year full warranty.

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 digital video converters and CD-R/RW, DVD+R/RW, and DVD±R/RW optical disk drives. Plextor is privately owned by Shinano Kenshi Co., Ltd., a developer and manufacturer of advanced technology hardware and precision electronic equipment headquartered in Japan. Shinano Kenshi is best known for its expertise in manufacturing motors. Contact Plextor at www.plextor.com.

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