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Verbatim/MKM Announces New Archival Grade DVD-R Media Revolutionary Dual Reflective Layer Extends Verbatim/MKM Leadership in Media Durability and Compatibility

WASHINGTON D.C. (March 7, 2006) – Verbatim® Corporation and its parent company, Mitsubishi Kagaku Media (Verbatim/MKM), announced today a breakthrough in archival media technology that will provide government agencies, organizations and end users with highly compatible, super long life DVD media for storing critical data and preserving precious memories. The new technology, which has been submitted for patent protection, is based on the company's new Dual Reflective Layer technology. Verbatim will leverage this unique technology to deliver superior 8x speed DVD-R archival-grade media in Q2 2006.

With the new Dual Reflective Layer technology, Verbatim's archival-grade DVD-R media delivers substantially higher durability than standard DVD-R discs and provides the same level of excellent read/write compatibility that users have come to expect from Verbatim media. For added protection against scratches and abrasion, the new archival-grade DVD-R media features Verbatim/MKM's innovative VideoGard™ technology. The VideoGard protective coating on the disc surface makes it 40 times more resistant to damage.

When combined with MKM's patented Metal AZO™ DVD recording dye and proprietary VideoGard hard coat technology, the revolutionary Dual Reflective Layer will enable Verbatim archival-grade DVD-R discs to deliver new levels in longevity and performance without sacrificing compatibility.

Tim Clatterbuck, Verbatim Optical Storage Manager, emphasized that when it comes to archiving valuable data, users need both longevity and broad playback compatibility. "Archival-grade DVD media that only uses gold for the reflective layer provides a longer disc life, but it also has lower reflectivity and different read/write characteristics than standard silver DVD-Rs. This can cause drive compatibility issues," he noted. "By adding the Dual Reflective Layer,

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Verbatim archival-grade DVD-R media will look like the traditional discs to DVD drives and recorders and can attain the same drive read/write compatibility.”

To overcome compatibility issues, the first layer of Verbatim’s new Dual Reflective Layer is highly reflective and this, when combined with the Metal AZO dye recording layer, provides excellent read/write performance. As a result, DVD recordable drives can apply optimized recording conditions without requiring any firmware upgrades. The second reflective layer prevents oxygen from coming through the DVD bonding material. Oxidation, one of the primary causes of degradation, limits the lifetime of DVD media

Tested under a full range of environmental and accelerating aging conditions, media featuring Verbatim/MKM Dual Reflective Layer technology has performed flawlessly when subjected to extreme heat, humidity and ultraviolet light. Estimated lifetime tests have shown that the new Verbatim media lasts longer than archival DVDs manufactured with a single gold layer.

The write-once format, longer data life and broad compatibility will make Verbatim 8x DVD-R archival-grade media ideal for organizations with compliance requirements (data retention and security). These organizations archive critical information such as financial data, legal files, government and home security records and medical images that must not be altered or overwritten. Verbatim DVD-R archival-grade media will also be ideal for consumers who want to protect their videos and photos for future generations.

Verbatim is a member of the Optical Storage Technology Association (OSTA) and the Optical Disc Archival Testing (ODAT) Committee, a committee formed by OSTA to collaborate on the development and implementation of optical disc archival test specifications.

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.

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