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**EUROPEAN COMPUTER MANUFACTURERS ASSOCIATION
ADOPTS LTO ULTRIUM FORMAT AS WORLDWIDE TAPE STORAGE STANDARD**

***Global Certification Marks Major Milestone For High-Performance
Tape Storage Technology Jointly Developed By HP, IBM and Seagate***

SILICON VALLEY, CALIF. — (November 12, 2001) — Hewlett-Packard Company, IBM Corporation and Seagate Removable Storage Solutions LLC, technology provider companies for the Linear Tape-Open (LTO) Program, today announced that the European Computer Manufacturers Association (ECMA), an international industry association dedicated to the standardization of information and communication systems, has officially adopted the LTO Ultrium format as a global industry standard for tape storage. The proclamation, made at the organization's 81st General Assembly in Geneva, Switzerland, signifies another major achievement for the LTO Program as the Ultrium format continues to gain worldwide acceptance and support among storage and network administrators.

"The ECMA certification solidifies the LTO Ultrium format's standing as the industry tape storage standard of choice for midrange network environments," said Bob Maness, director of World Wide Product Marketing for IBM's Tape Storage Products. "This milestone, coupled with the support of nearly every major player in the storage sector, establishes the LTO Ultrium format as a safe and reliable choice for increased usage around the world."

The ECMA approval applies to the physical and magnetic characteristics of LTO Ultrium tape cartridges, using magnetic tape 12.65 mm wide. The approval certifies the quality of LTO Ultrium recorded signals, including the recording method and format whereby data interchange is enabled between Ultrium drives through the use of LTO Ultrium cartridges. Information interchange between systems is enabled through the joint efforts of Hewlett-Packard, IBM and Seagate, which have established the interchange codes and specification for the structure and labeling of information on the media cartridges. The Ultrium format supports variable length logical records, high-speed search, and the use of algorithmic data compression.

Based on field-tested technology originating from Hewlett-Packard, IBM and Seagate, the Ultrium format is based on a four-generation roadmap that specifies a doubling of capacity and performance with each generation, combined with stringent requirements for backwards compatibility. LTO Ultrium provides greater benefits to tape users than other tape formats by providing an independent and competitive source of tape drives and media. Unlike other formats, LTO Ultrium is the only high capacity, high performance tape to allow for a wide range of product features from multiple storage vendors, with the integrity and reliability that an open format provides.

About ECMA

ECMA is an international industry association dedicated to the standardization of information and communication systems. For over thirty years ECMA has actively contributed to worldwide standardization in information technology and telecommunications. More than 270 ECMA Standards and 70 Technical Reports of high quality have been published by the organization.

ECMA Standards are developed by highly-qualified experts from the information technology and telecommunication industries with a commitment to providing consensus-based technical solutions ready for implementation in product development and conformity testing. The participation of the majority of leading information technology and telecommunication companies in ECMA ensures not only the acceptance of ECMA Standards in European and International standardization, but also their worldwide implementation.

ECMA Standards and Technical Reports are made available free of charge and copyright to all interested parties without restriction. For more information, please visit <http://www.ecma.ch/> or send an e-mail to documents@ecma.ch. Interested parties may also call (41) 22-849-60-00.

About LTO Ultrium Technology

LTO technology is a powerful, open tape architecture that has set the stage for a new generation of tape storage products by surpassing current tape capacity and performance benchmarks, while maintaining the highest data integrity. The LTO Ultrium format combines the advantages of linear multi-channel, bi-directional formats with significant enhancements in servo technology, data compression, track layout, and error correction code to maximize capacity, performance and reliability.

The Ultrium format uses a single-reel media, with capacities of up to 100GB native/200GB compressed and data-transfer rates of up to 20MB/s native and 40MB/s compressed (assuming a 2:1 compression ratio).

While the LTO program gives licensees wide latitude in implementing mechanical and electrical designs, strict adherence is required to format specifications impacting the ability to read-and-write Ultrium cartridges. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO Program.

Ultrium tape mechanism and tape cartridge interchange specifications are available on a licensee basis. Licensing information is available by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by e-mail LTO_INFO@ladasparry.com. For additional information on the LTO Ultrium format, please visit the LTO Ultrium Web site at <http://www.ultrium.com>.

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