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## PRESS RELEASE

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### **SATA EVERYWHERE PRODUCT LIST SERVES AS A NEW INDUSTRY RESOURCE** *SATA-IO introduces a new product list of publicly searchable SATA products*

**BEAVERTON, Ore., Nov. 5, 2007** – Serial ATA International Organization (SATA-IO), the consortium dedicated to sustaining the quality, integrity and dissemination of SATA technology, today announced the public availability of the SATA Everywhere Product List. This new online resource is currently being populated with products from the SATA-IO membership and is now open for public use. The Product List will ultimately serve as a complete resource for designers, systems integrators, OEMs and consumers, allowing them to showcase and/or search for SATA products.

Visitors to the SATA-IO Web site will be able to obtain details such as product description, model and part numbers, as well as all listing companies, and products placed on the SATA-IO Integrators List. The following categories are available for product search and listings:

- Backplanes
- Cables and Connectors
- Controller Cards
- Discrete IC's and Chipsets
- Disk Drives
- Distributor of SATA Hardware
- Enclosures
- Host PC
- Host CE
- Intellectual Property
- Operating Systems
- Optical Drives
- Peripherals/ Port Multipliers/ Bridges
- Reference Design, Research, Consulting

- Solid State Drives
- Servers
- Test and Validation Tools

“Over the past several years, we’ve seen an explosion of growth in storage demands and the adoption of the SATA technology for a variety of market segments,” said Conrad Maxwell, SATA-IO Marketing Work Group Chair. “Realizing that storage demands will continue to escalate, SATA-IO created an industry resource for integrators and consumers alike to see what products are available in this fast-growing market.”

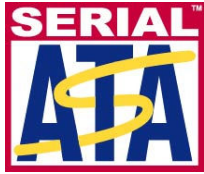
To access the SATA Everywhere Product List, visit: <http://www.sata-io.org/sataeverywhere.asp>. Members can upload products to the list for free as a membership benefit. Non-member posts have an annual nominal fee of \$100 per product. Funding from the project is used to further SATA-IO initiatives such as industry plugfests and promotion of the technology.

The SATA Everywhere Product List is different from the SATA-IO Integrators List, which is a database on the SATA-IO Web site that includes information on products that have passed SATA-IO Interoperability Program tests. The new Product List enables members and non-member companies to register as many products as they would like, and there is no requirement for a product to pass the SATA-IO Interoperability Program; however, listed products must be designed to the SATA-IO specifications.

### **SATA-IO Membership Benefits**

SATA-IO encourages companies invested in SATA technology to join the growing ecosystem of member companies dedicated to the advancement and promotion of Serial ATA technology. Our online membership roster is available at <http://www.sata-io.org/membershiplist.asp>. SATA-IO membership benefits include:

- Contribution to the SATA specification protocol and advancement
- Access to the SATA-IO members-only web area
- Participation in a variety of SATA-IO working groups for Contributor level members
- Access to early revisions of SATA specifications
- Invitations to member meetings and events



- Company/product promotion and links through the SATA-IO Web site
- Ability to attend SATA-IO testing events at a reduced price
- Free product listings on the Integrators List and the SATA Everywhere Product List

### **About SATA-IO**

Formed in September 2004, the SATA-IO is the International Organization that owns and manages Serial ATA specifications as open industry standards. The organization defines and implements Serial ATA storage specifications as the industry's storage needs evolve. It is dedicated to sustaining the quality, integrity and dissemination of the SATA technology by maintaining the specifications, promoting and marketing the benefits of the technology and creating future interface features and specifications that carry storage into the next decade. Additional information about the organization, its 200 participating companies and membership is available at [www.sata-io.org](http://www.sata-io.org).

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