MEDIA ALERT

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Serial ATA International Organization to Host Fourth Plugfest

What: The SATA Plugfest provides the opportunity for companies that are developing on the SATA specifications to bring products together and conduct interoperability tests with other key industry leaders.

The Plugfest is open to SATA members and non-members through a pre-registration process, but is closed to the public, due to the highly confidential nature of the products in testing.

This is the fourth SATA Plugfest, and the first event since the SATA II working group transitioned to SATA-IO, a formal trade association, in September 2004.

Who: As the industry's SATA experts, SATA-IO presents this Plugfest to give component and testing tool designers the opportunity to meet and test before launching products to the industry. The event is sponsored by SATA-IO member companies:

Fujitsu	Silicon Image
Samsung Electronics	STMicroelectronics
Seagate	

Where: Embassy Suites Hotel
901 E. Calaveras Boulevard
Milpitas, CA 95035

When: February 15-17, 2005

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, participating companies and membership is available at www.sata-io.org.

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