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Contacts:

Karin Gilles
Sonya McNair
Hitachi Global Storage Technologies
The New Yorker
408 717 7676
212-286-6375
karin.gilles@hitachigst.com
sonya_mcnair@newyorker.com

***THE NEW YORKER* ENTRUSTS 81 YEARS OF CONTENT TO HITACHI HARD DRIVES**

Hard-Drive-Based Storage Gives Users Searchable, Pocket-Sized Access to “The Complete New Yorker” Digital Archives

SAN JOSE, Calif. – November 8, 2006 – Hitachi Global Storage Technologies (Hitachi) today announced that its Travelstar hard disk drive has been selected to deliver 81 years’ worth of *The New Yorker* content. “The Complete New Yorker” will be available to consumers on a handheld portable storage device from Hitachi channel partner Pexagon, which offers 80 gigabytes (GB) of storage using Hitachi’s market-leading Travelstar 2.5-inch mobile hard disk drive.

One of the first digital publishing endeavors of its kind, “The Complete New Yorker” is a comprehensive archive that contains every page of every issue of *The New Yorker* from February 1925 to April 2006, representing more than 4,000 issues and close to 500,000 pages. *The New Yorker* has evolved the delivery of its archives from eight DVD-ROMs to Pexagon’s 80GB Store-it™ ultra-portable storage device, leveraging the capacity, portability and ease-of-use of hard drives.

“We are always looking for innovative ways to share *The New Yorker*’s rich history, humor and intellectual integrity with our readers in a format that’s easy to search and retrieve, and completely portable,” commented Robert Mankoff, president of The Cartoon Bank, a *New Yorker*-owned company responsible for developing and marketing this and other *New Yorker* products. “The solution provided by Pexagon and Hitachi enables us to offer every single page, picture, ad, everything, from this magazine’s 81 years of existence into a hard drive that fits into your shirt pocket. That’s quite amazing.”

Delivered on the Pexagon Store-it external storage device, the archives are portable and completely searchable so readers can have instant access to *The New Yorker*’s unique articles, commentary and cartoons. The archives on hard drive are delivered to customers with 20GB of space leftover for downloads of future *New Yorker* issues.

“Pexagon has been a customer for seven years and during that time, we’ve been able to offer end-users reliable and easy to use portable external storage devices,” said Shinjiro Iwata, chief

marketing officer, Hitachi Global Storage Technologies. “Now, Hitachi hard drives enable Pexagon to offer a convenient delivery mechanism to *The New Yorker* readers, allowing them to carry around a handheld device, rather than store cartons of magazines in the back room.” Hitachi’s Travelstar mobile computing hard disk drives deliver up to 160GB of capacity along with industry-leading performance, reliability, low-power consumption and excellent shock tolerance, making them ideal as the storage medium for “The Complete New Yorker” archives.

“The Complete New Yorker” on Hitachi hard drives is available now for a retail price of \$299. Ordering information can be found at www.thenewyorkerstore.com.

About *The New Yorker*

The New Yorker’s blend of reporting, commentary, fiction, and cartoons has garnered 46 National Magazine Awards, more than any other publication. Founded in 1925, *The New Yorker* has a paid circulation of 1,054,167 and, at 85.8 per cent, the highest renewal rate in the industry. The magazine is edited by Pulitzer Prize winner David Remnick, and its companion website is www.newyorker.com. *The New Yorker* celebrated its 80th year in August 2005 with the publication of “The Complete New Yorker,” a compendium of every issue in the magazine’s history collected on eight DVD-ROMs.

About Hitachi Global Storage Technologies

Hitachi Global Storage Technologies is a storage technology leader, founded in 2003 through the combination of Hitachi’s and IBM’s hard disk drive businesses. Hitachi GST enables users to fully engage in the digital lifestyle by providing high-value hard disk storage in formats suitable for the office, on the road and in the home.

With its legacy in hard drive invention, Hitachi GST will lead the industry in celebrating the storage technology’s golden anniversary in 2006. The hard drive has had a profound effect on the computing and consumer electronics industries after five decades of innovation. That heritage lives on at Hitachi GST today through products that define the standard for hard drive miniaturization, capacity, performance and reliability.

With approximately 30,000 employees worldwide, Hitachi GST offers a comprehensive range of hard drive products for desktop computers, high-performance servers, notebooks and consumer devices. For more information, please visit the company’s Web site at www.hitachigst.com.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 356,000 employees worldwide. Fiscal 2005 (ended March 31, 2006) consolidated sales totaled 9,464 billion yen (\$80.9 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.