

## PRESS RELEASE

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### **DANE-ELEC chosen by TOSHIBA to market all of its memory products in Europe**

Paris, XX October 2008 - **DANE-ELEC Memory**, manufacturer and distributor of storage products, has just been chosen by the Japanese company TOSHIBA to distribute the entirety of its flash memory product range, including in particular SD and micro SD cards and USB sticks.

With a view to strengthening its presence in the French market, it was therefore logical for Toshiba to look to its partner DANE-ELEC, a manufacturer and distributor and the leader in the European memory market. Beyond mainland France, the agreement envisages marketing in Europe through DANE-ELEC subsidiaries.



A benchmark global player for DRAM modules, flash memory cards, USB sticks and, more recently, digital products, the French company now has 10 subsidiaries in Europe. DANE-ELEC has, in particular, an assembly and production unit for memory modules in Ireland and the United States, meaning it can be extremely flexible.

*“We are delighted with this new commercial collaboration with TOSHIBA. We have had a special relationship for several years, and this agreement is strengthening the trust established between our teams and the quality of service added to the distribution of memory products”, declared Nessim Bodokh, Managing Director of DANE-ELEC. “This partnership will provide new horizons for our two companies, with coverage of the most promising national markets in Europe”.*

A cutting edge company in the computer memory field, in 1984 Toshiba perfected the NAND storage technology, today at the heart of mass market and professional portable applications. The company is currently one of the sector leaders, with a full range of top range and cutting edge memory products.

Toshiba recently presented a new series of SD cards, with read speed of more than 20 MB/sec for write performance of greater than 10 MB/sec.

The recognised technological expertise of the Japanese manufacturer also allows it to optimise capacity up to 32 GBytes. Next November Toshiba is envisaging the release of a new range of USB supports based on flash memory, boasting 43 nm industrial technology, allowing for the use of capacity greater than 16 GB.

#### **About DANE-ELEC Memory**

Founded in France in 1985 by David Haccoun and Nessim Bodokh, Dane-Elec Memory is a large international company whose head office is located in the Paris area. The company specialises in the manufacture and distribution of DRAM modules, FLASH memory cards, USB drives, multimedia readers and hard disks. It is targeted at the computers, telecommunications and digital devices markets. Since its formation, the group has grown consistently and is one of the European leaders in this sector. A global player, Dane-Elec Memory has bases in Europe, the United States and in Asia (China-Taiwan). The group has an assembly and manufacturing unit for memory modules in Ireland and the United States that means it can easily meet demand. Also, Dane-Elec Memory is diversifying its activities with its network, mobile and multimedia subsidiary.

In 2007, Dane-Elec Memory had a turnover of 202.6 million euro. Dane-Elec memory is listed on Eurolist, category C, ISIN: FR000036774, REUTERS: DEMY.

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