

Polyphoto acquires the national distribution of **Toshiba** memory cards and **TransMemory™** USB sticks.

Recently, Polyphoto spa and TOSHIBA Electronics Europe GMBH signed the agreement which assigns to Polyphoto the national distribution of the memory cards and TransMemory™ USB sticks.

As known, Toshiba is worldwide number one manufacturer of the SD cards and is the inventor of the NAND Flash Memory, the chips widely used in various types of memory storage solutions such as **SD™**, **microSD™** cards and **TransMemory™** USB sticks.

- Toshiba – said Marco Servadei, Managing Director of Polyphoto – is certainly guaranty of competitiveness and technological innovation; furthermore it has a brand which stands up as for quality and technology leadership. We therefore think that Toshiba is the ideal partner to work with in this market segment. The Toshiba brands also perfectly coherent and complementary with the renowned brands we are already marketing (Olympus, Leica, Tamron e Tamrac), brands all characterized by a high technological and qualitative profile.

Polyphoto

Since 1959, Polyphoto is active in the photo-imaging market with its entrepreneurial commitment, with managerial coherence and with the recognized competence of its staff.

In all these years, Polyphoto established and developed a tradition of solid partnership with its customers in all different marketing channels.

In Italy, it has the commercial office near Milan, an owned logistic infrastructure which handles shipments nationally-wide, a qualified post-sales service for all the distributed products.

Toshiba

For more than a century and a quarter, Toshiba has been a leader among Japan's largest and most energetic industrial enterprises. From power plants and bullet trains to mobile phones and sub-micron technologies, Toshiba is known around the world for our cutting edge televisions, portable PCs, DVD players and drives, and supporting electronic devices.

With technologies pouring in from more than thirty separate R&D laboratories and over 300 subsidiary companies around the world, Toshiba has a towering profile and a technology leadership that has resulted in many world firsts.

Toshiba is also one of the largest semiconductor manufacturers in the world, and inventor and world leader in NAND flash memory. Toshiba's NAND chips are widely used in various types of memory storage solutions such as SD™, microSD™ cards and TransMemory™ USB sticks. The company also holds more technology patents than any other PC vendor.

Ranked high in the world, our power systems business will enhance its presence further in the global marketplace. Toshiba secured over 15% of the world's orders for steam turbines in 2003.