



Seagate GoFlex Satellite Mobile Wireless Storage named as CES Innovation 2012 Design and Engineering Award Honoree

PRESS RELEASE

Sydney,

Australia November 10, 2011 Seagate (NASDAQ: STX) today announced that it has been named an International

CES Innovations 2012 Design and Engineering Awards Honoree for GoFlex Satellite

wireless mobile storage. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor

outstanding design and engineering in cutting edge consumer electronics

products across 32 product categories. We

are pleased to be recognized by the CEA with such an esteemed award to acknowledge innovation in engineering and design. With GoFlex Satellite mobile wireless storage, we wished to address a need in the market that had as of yet not been addressed, said Patrick Connolly, vice president and general manager of Seagate Branded Solutions. A first for the industry, the GoFlex Satellite drive extends the limited capacity of mobile devices by wirelessly streaming media

without the use of an external power source. We are proud of this successful accomplishment and strongly believe that this product is an example of how

Seagate will continue to lead with innovative ways to address current market

needs for storage products. The prestigious Innovations Design and

Engineering Awards are sponsored by the Consumer

Electronics Association (CEA), the producer of the International

CES, the worlds largest consumer technology tradeshow, and have been recognizing achievements

in product design and engineering since 1976. The Best of Innovations honor is

awarded to the products with the highest judges scores and will be featured in

the Innovations Design and Engineering Showcase at the 2012 International CES. About GoFlex Satellite Mobile

Wireless Storage GoFlex

Satellite mobile wireless storage is the first battery-powered external

hard drive to wirelessly extend the storage capacity of any Wi-Fi enabled mobile device. With

a rechargeable lithium polymer battery, Wi-Fi access over 802.11 b/g/n and

enough space for over 300 HD videos; this new member of the GoFlex

family is the perfect

companion product for any tablet, iPad or smart phone. Devices

are wirelessly connected directly to the GoFlex Satellite drive by use of the

free GoFlex Media app available on either iTunes

or the Android Market or a web browser. The

GoFlex Satellite drive first became available during the summer of 2011 and has

yet to be imitated. Please visit Seagate.com, [Amazon](http://Amazon.com) and BestBuy.com

to learn more about this award winning wireless storage for your mobile

devices. The

Seagate GoFlex Satellite external hard drive will be displayed at the

Innovations Showcase in the Venetian Ballroom during the 2012 International

CES, which runs January 10-13, 2012 in Las Vegas, Nevada. The Innovations entries

are judged based on the following criteria:- Engineering qualities, based on technical specs and materials used- Aesthetic and design qualities, using photos provided - The products intended use/function and user value - Unique/novel features that consumers would find attractive- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs. Innovations 2012 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL. About Seagate

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For More Information Contact: Einsteinz Communications Pru Quinlan or Karen Tearney T: (02) 8905 0995 E: pru@einsteinz.com.au E: karen@einsteinz.com.au

Contacts

Karen Tearney
0410 743 151
[mailto: karen@einsteinz.com.au](mailto:karen@einsteinz.com.au)