

# MAXTOR WINS 2006 PC WORLD INNOVATIONS AWARD

New Maxtor Shared Storage Plus Network Storage Solution Scores Top Honor <BR>

for Innovative Backup and Data Protection, Media Streaming and Ease of Use

Maxtor Corporation's Shared Storage Plus network backup and media streaming solution has been selected from hundreds of products to be honored with a 2006 Innovations Award from US publication PC World, one of the most widely-read computer and business magazines for tech-savvy IT managers with a total audience of over 5.2 million. This year's 25 award winners, revealed online at [www.pcworld.com](http://www.pcworld.com), were presented with trophies during the ShowStoppers Media Showcase reception at the Wynn Hotel as part of the 2006 International Consumer Electronics Show (CES) in Las Vegas. Continuing a legacy of award-winning innovations, the Maxtor Shared Storage Plus network solution makes it simpler than ever to simultaneously share, store, print and back up digital photos, music, videos and any other computer files on home or small office networks. Installation and setup is nearly effortless. With the new storage solutions automatic network configuration and quick-start software, users can swiftly add hundreds of gigabytes of storage capacity in minutes. Maxtor's intuitive and integrated backup software allows consumers to easily back up their data from multiple PCs or Macs on the network. These are among the most inventive devices available, breaking the boundaries of the computer and consumer electronics worlds while pushing the limits of technology, stated Harry McCracken, vice president and editor-in-chief of PC World. These trend-setting products help define industry standards and raise the bar for creativity in the future. Congratulations to the Maxtor Shared Storage Plus network solution! The Maxtor Shared Storage Plus solution is the company's first network storage and backup solution to act as a digital entertainment center. One of the solution's new software features allows users to stream and view media content on many networked entertainment devices at once. For example, one family member can listen to digital music via a networked sound system in a one room, while a second watches movies on a networked theatre system in the living room and a third views a slide show of digital photos on a laptop in the kitchen. The solution is built on industry standards that allow numerous consumer electronic devices to seamlessly connect and communicate with one another. The Maxtor Shared Storage Plus solution is remarkable because it provides automated network backup, innovative data protection features and the ability to stream entertainment content in one simple network solution, said Stacey Lund, vice president of marketing, Maxtor Branded Products Group. Winning this 2006 Innovations Award affirms our continued leadership in delivering the best storage and backup solutions for home and small business networks. Maxtor continues to break new ground in consumer electronics convergence with the cutting-edge features and eye-catching design that the marketplace demands. For easy backup and data management, the solution's SimpleView feature provides detailed backup and storage status at a glance to all users on the network. In addition, the exclusive user-friendly wizard interface easily designates shared folders for full or limited access, sets backup schedules and simplifies restoring files. Organizing digital files is a breeze with Maxtor's exclusive Drag and Sort feature, which automatically identifies and sorts more than 100 different Windows file types and puts them in specific music, photo, movie, Web, software or documents folders. Two built-in USB ports allow users to plug in extra external drives or USB printers for sharing on the network. Maxtor Shared Storage Plus network solutions are expected to be available in Australia in February from selected retail outlets including Harvey Norman, Officeworks, Dick Smith Electronics and Harris Technology. Please visit [www.maxtor.com.au](http://www.maxtor.com.au) or phone Maxtor on 02 9369 3662 for further information. The recommended retail price is AU\$399 for the 200GB solution, AU\$499 for the 300GB solution, and AU\$699 for the 500GB solution. About PC World PC World Communications Inc., a subsidiary of IDG, is the publisher of PC World, PCWorld.com ([www.pcworld.com](http://www.pcworld.com)), and home of the PC World Test Center. The winner of the 2005 Maggie Award for Best Computer/Consumer magazine, PC World is the most widely-read computer or business magazine with a readership of over 5.2 million (MRI, Fall 2005). With an average of 6 million unique visitors per month (HitBox, August - October 2005), PCWorld.com, winner of the 2005 Neal Award for Best Web Site, is a leading online resource for technology product buyers and users. About Maxtor Maxtor Corporation is one of the world's leading suppliers of hard disk drives and consumer storage solutions. The company has an expansive line of storage products for desktop computers, storage systems, high-performance Intel-based servers, and consumer electronics. Maxtor has a reputation as a proven market leader, built by consistently providing high-quality products, services and support for its customers. Maxtor and its products can be found at [www.maxtor.com.au](http://www.maxtor.com.au) or by calling 02 9369 3662. Maxtor is traded on the New York Stock Exchange under the symbol MXO.