



Seagate Levels Up Data Creation At CES With Storage Solutions To Fit Any Digital Life

New products empower consumers and the changing ways they interact with data

LAS VEGAS, NV – CES 2019 – January 7, 2019 – Seagate Technology plc (NASDAQ: STX), a world leader in data solutions, today announced an exciting extension of its portfolio with several new models, including new solid state drive offerings at CES® 2019. From gung-ho gamers to Instagram gurus, photo-collecting parents, or visionary creatives, Seagate offers the data storage solutions that empower users to live their best digital lives in today's fast-changing data-heavy landscape. Today, consumers have more ways than ever to consume content, driving the need to create, distribute and manage data efficiently. According to a recent IDC whitepaper sponsored by Seagate, five billion consumers are currently interacting with data every single day. By 2025, that number will jump to six billion, or 75 percent of the world's population. Each of those six billion people will have at least one data interaction every 18 seconds, bumping the amount of data created worldwide to 175 zettabytes by 2025. Consumers increasingly need reliable ways to collect, protect, manage and access a good portion of that data, and Seagate's latest products – including the cutting-edge LaCie® Mobile Drive, LaCie Mobile SSD, Seagate Backup Plus HDDs, FireCuda® 510 and BarraCuda® 510 internal SSDs, and IronWolf® 110 NAS SSD – are designed to fit a variety of data storage needs and digital lifestyles. "Today's digital world impacts businesses and consumers globally. Companies are increasing digitization and consumers are embracing personalized, real-time data interactions. With these changes come higher expectations for managing data," said Jeff Fochtman, vice president of marketing for Seagate. "With over 40 years' experience in data management, Seagate is continuously innovating to prepare customers for this new era of data resilience. Our new lineup of data storage solutions empower consumers to efficiently manage their video, photos, and documents, at home, in the office, or on-the-go." Seagate's newest lineup of storage solutions helps consumers level up and manage their data storage needs. They include:

- The Storage Style Icon** Seagate's premium LaCie brand continues to deliver iconic storage solutions for all design aficionados and creative professional go-getters. Need to capture different angles of your #OOTD, several times a day? LaCie Mobile Drive is ideal for an ever-growing digital library with its capacity topping out at a massive 5TB. When there is a need for fast file transfers, LaCie Mobile SSD dishes out intense speeds of up to 540MB/s, offering capacities up to 2TB. Whether shuttling content from the set to post-production or using it as a scratch disk editing 4K video projects, the drive helps close the project on time and in style. Both solutions feature a unique, eye-catching diamond-cut design complementing Apple® MacBook® aesthetics and include a 1-month subscription to the Adobe® Creative Cloud® All Apps plan. LaCie Mobile Drive features a 2-year limited warranty, while LaCie Mobile SSD offers a 3-year limited warranty and a 3-year subscription to Seagate Rescue Data Recovery plan. Both new drives are available in January.
- Your Storage for Favorite Memories** Photos, movies, documents, phones, tablets, laptops. Today's connected consumer has a digital world made up of many parts. Seagate's Backup Plus is a family of portable external hard drives to help the everyday consumer balance life and provide peace of mind. Photo-happy parents can snap away and not worry about losing these precious mementos knowing their new Backup Plus drive can help them breathe a little easier. Backup Plus Ultra Touch (1TB and 2TB capacities) offers a high-touch sensory experience that feels a little like home with premium features including automatic backup with multi-device folder sync and data protection with hardware encryption. Backup Plus Slim (1TB and 2TB capacities) and Backup Plus Portable (4TB and 5TB capacities) are both outfitted with lustrous aluminum finishes available in black, blue, and silver and offer automatic backup. Aiding your creativity, the new Backup Plus models include a complimentary 2-month subscription to the Adobe Creative Cloud Photography Plan. Backup Plus Ultra Touch will be available in February and Backup Plus Slim and Backup Plus Portable will be available in March.
- Your Speedy Advantage to Upping the Game** Fear not, PC gamers. In the Esports and live-stream era, Seagate takes your need for speed seriously. The FireCuda 510 M.2 PCIe NVMe SSD delivers blazing performance with intense read and write speeds for the ultimate gaming experience. Its crisp 4K video processing and high IOPS allows gamers to run multiple simultaneous video streams and programs – crucial for gameplay recording and streaming. Plus, its ultra-small M.2 2280 form factor means you can beef up just about any size system – be it a laptop, mini PC, or desktop. We understand that the need for speed extends beyond gaming. For the consummate multitasker and performance seeker, the BarraCuda 510 M.2 PCIe NVMe SSD features next-level speed for accelerating applications, with an ultra-small form factor for ultra-thin laptops, mini-PCs, and desktops. It is everything you love about the BarraCuda brand, now in an M.2 form factor. Available this spring, FireCuda 510 and BarraCuda 510 feature Seagate's SeaTools SSD GUI dashboard for easy data management and a 5-year limited warranty.
- The World's First Purpose-Built SSD for NAS** Seagate's IronWolf 110 SATA SSD is the world's first purpose-built NAS SSD. It is designed with enterprise-class endurance and reliability, has a 24/7 always-on work ethic, and offers capacities of up to 3.48TB. Seagate's exclusive Durawrite® technology helps accelerate reads and writes, extend the life of the flash and provide up to 7000 TBW on the 3.84TB capacity drive. With the ability to access, share and backup files from nearly anywhere, Network Attached Storage appliances (NAS) have become a necessity for many business owners, professionals, creative pros and prosumers. Choosing tough, ready and scalable IronWolf drives ensures top performance and the best possible user experience with the confidence of a 5-year limited warranty and 2-year data recovery support. IronWolf 110 will be available this January.

For more details, come "Level Up" during CES 2019 in the Seagate Experience Zone at The Venetian, 3rd Level, Lido Ballroom 3140. There, you will find interactive product demos and live experiences that showcase

how the latest Seagate and partner technologies are teaming up to unlock the potential of creative workflows, smart home technologies, gaming, edge computing, and more. You can also find more information on the new products by visiting the following pages: LaCie Mobile Drive <https://www.lacie.com/products/mobile-drive/> LaCie Mobile SSD <https://www.lacie.com/products/mobile-ssd/> Backup Plus Ultra Touch, Backup Plus Slim, and Backup Plus Portable <https://www.seagate.com/consumer/backup/backup-plus/> FireCuda 510 <https://www.seagate.com/internal-hard-drives/ssd/firecuda-ssd/> BarraCuda 510 <https://www.seagate.com/internal-hard-drives/ssd/barracuda-ssd/> IronWolf 110 <https://www.seagate.com/internal-hard-drives/ssd/ironwolf-nas-ssd/> For more information, please visit <https://www.seagate.com/news/>, <https://www.lacie.com/company/news/>, and <https://blog.seagate.com/ces-2019/> About Seagate Seagate crafts the datasphere, helping to maximize humanity's potential by innovating world-class, precision-engineered data management solutions with a focus on sustainable partnerships. Learn more at www.seagate.com. Follow Seagate on Twitter, Facebook, LinkedIn, Spiceworks, YouTube and subscribe to our blog. ©2019 Seagate Technology LLC. All rights reserved. Seagate, Seagate Technology, the Spiral logo, and LaCie are registered trademarks of Seagate Technology LLC in the United States and/or other countries. FireCuda, BarraCuda, IronWolf and Durawrite are trademarks or registered trademarks of Seagate Technology LLC or one of its affiliated companies in the United States and/or other countries. Adobe, Creative Cloud, and Adobe Premiere are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Apple, MacBook, and Apple Store are trademarks of Apple Inc., registered in the U.S. and other countries. All other trademarks or registered trademarks are the property of their respective owners. When referring to drive capacity, one gigabyte, or GB, equals one billion bytes and one terabyte, or TB equals one trillion bytes. Your computer's operating system may use a different standard of measurement and report a lower capacity. In addition, some of the listed capacity is used for formatting and other functions, and thus will not be available for data storage. Actual data rates may vary depending on operating environment and other factors, such as chosen interface and disk capacity. # # #

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