

WD® Founds New Storage Association to Promote the Critical Role of Magnetic Storage Technologies

Kuala Lumpur – 16 August 2013 – [WD®](#), a Western Digital® (NASDAQ: WDC) company, announced that it has founded the Storage Products Association (SPA) with other hard drive companies to promote the merits and value of rotating magnetic storage technologies, as well as to make consumers and professionals aware of how critical hard disk drives (HDDs) and solid-state hybrid drives (SSHDS) are to their digital lives.

[SPA](#) members include HGST, Seagate, Toshiba and WD. The organization helps storage manufacturers and users understand and support current and future storage needs, including the key role of hard disk drives (HDDs) and solid state hybrid drives, in an effective storage mix for all consumer and business environments. SPA will provide education to its customers, partners, members and users of HDDs and SSHDS. SPA will also participate in industry and user events, and will publish materials about end users' storage needs and effective usage of a mix of storage technologies.

"Driven by continued, rapid expansion of digital content production, demand for storage is expected to grow in the mid-30s percent range annually through 2020," said Tim Leyden, WD president. "While, in that timeframe, a mix of technologies will be deployed to appropriately serve customers, about 75 percent of the capacity is still expected to be rotating magnetic storage devices. Every user of smart phones, tablets and personal computers today depends on the value and reliability of HDDs or SSHDS to secure their precious data, whether the storage is in their device or in the cloud. SPA will help consumers and businesses appreciate the value of their growing content storage needs and the remarkable rotating magnetic technologies that save and protect that content."

SPA is making its debut at the Flash Memory Summit, beginning today at the Santa Clara Convention Center. At 8:30 a.m. today, SPA member companies will participate in a panel titled, "Solid State Hybrid Drives Help Meet Today's Storage Requirements" to discuss the role of hard disk drives and solid state hybrid drives. [John Rydning](#), IDC research vice president for hard disk drives, will moderate the panel.

For more information and SPA, go to www.storage-products-association.org and on Twitter, @storageproducts.

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About WD

WD, a Western Digital company, is a long-time innovator and storage industry leader. As a storage technology pacesetter, the company produces reliable, high-performance hard disk drives and solid state drives. These drives are deployed by OEMs and integrators in desktop and mobile computers, enterprise computing systems, embedded systems and consumer electronics applications, as well as by the company in providing its own storage products. WD's leading storage devices and systems, networking products, media players and software solutions empower people around the world to easily save, store, protect, share and experience their content on multiple devices. WD was established in 1970 and is headquartered in Irvine, Calif. For more information, please visit the company's website at www.wd.com.

Western Digital Corp. (NASDAQ: WDC), Irvine, Calif., is a global provider of products and services that empower people to create, manage, experience and preserve digital content. Its companies design and manufacture storage devices, networking equipment and home entertainment products under the WD, HGST and G-Technology brands. Visit the Investor section of the company's website (www.westerndigital.com) to access a variety of financial and investor information.

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