

Press Release

Verbatim® Enters the LED Lighting Market in the U.S. and Canada

Announces range of retrofit bulbs, including MR16, A19, PAR20, PAR30 and PAR38 types

Charlotte, NC, March 1, 2011 – [Verbatim Americas, LLC](#), a subsidiary of Mitsubishi Chemical Corporation (MCC), announces its entry into the [LED lighting](#) category and the availability of the next generation of sustainable, energy-efficient lighting in the U.S. and Canada. This new range of LED retrofit [lamps](#) includes [MR16](#) (GU 5.3), [A19](#), [PAR20](#), [PAR30](#) and [PAR38](#) – available in two color temperatures: 2700K and 3000K.

Verbatim has an established reputation for performance, compatibility and product quality, and is backed by its integrated global distribution, marketing and sales network. With more than 40 years of commitment to advancing electronic data storage technology, Verbatim is poised to become a significant player in the LED category, with plans to bring many more innovative LED and OLED products to market later this year.

“While this is a new product category for the Verbatim brand, our entry is supported by decades of experience, worldwide distribution and our marketing and sales network,” said Randy Queen, President of Verbatim Americas, LLC. “This new venture solidifies our commitment to advancing new technologies and diversifying our current product offerings.”

Designed to save energy and money, Verbatim LED retrofit lamps are ideal for residential and commercial applications. These lamps can reduce energy consumption by more than 70% relative to incandescent bulbs. LED lamps are quickly replacing incandescent bulbs, which will be phased out over the next few years. Also, unlike compact fluorescent (CFLs) the LED lamps do not contain mercury and are fully recyclable.

Verbatim’s new LED retrofit lamps are designed as high-quality, energy-efficient replacements for 20-75 watt lamps. They provide an estimated lifetime up to 40,000 hours and are backed by Verbatim’s 3- or 5-year limited warranty.

For additional specification details and information on Verbatim’s range of LED retrofit lamps or for future LED and OLED product offerings, visit www.VerbatimLighting.com.

About Verbatim

For more than 40 years, Verbatim has been a leader and trusted brand in the data storage marketplace, offering a diverse product portfolio, which includes Blu-ray, DVDs, CDs, USB drives, memory cards, external hard drives, mice, keyboards and more. As a proud subsidiary of Mitsubishi Chemical Corporation (MCC), Verbatim has coupled its innovation and sustainability with the vision of its parent company to enter the LED and OLED markets. Their commitment to future technologies has resulted in the development of high-quality solid state lighting that offers energy savings and provides excellent light quality. For more information, visit www.Verbatimlighting.com.

###

Press Contact:

Jenny Coleman

Max Borges Agency

Account Manager

Tel: 305-576-1171 x24

jennycoleman@maxborgesagency.com

Corporate Marketing and Sales Contact:

Becky Morrison

Verbatim Americas, LLC

Sr. Manager, Marketing Communications

Tel: 704-547-6506

Becky.morrison@verbatim.com