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IMATION EXTENDS COMMITMENT TO PROSTOR SYSTEMS AND RDX REMOVABLE HARD DISK FORMAT

Signs 10-year license extension for RDX and invests \$5 million in ProStor Systems' technology

OAKDALE, MN and BOULDER, CO, -- March 10, 2010 – [Imation Corp.](http://www.imation.com) (NYSE: IMN), a global leader in removable data storage and a founding member of the RDX Storage Alliance, together with [ProStor Systems](http://www.prostor.com), the leader in enterprise-class removable disk storage systems for business backup, archiving, and long-term data retention and management, today announced Imation has extended its RDX[®] license agreement with ProStor Systems. Under the terms of the agreement, Imation will have a license to manufacture, market and sell RDX removable hard disk systems through 2020. Further underscoring the company's commitment, Imation also announced that it has invested \$5 million to help advance ProStor's technology.

“Removable hard disk storage, which addresses the need for cost-effective, scalable storage for small and medium businesses, is a fast-growing and important segment of the data storage market. The RDX system is clearly the industry standard for removable hard disk storage,” said Subodh Kulkarni, chief technology officer and senior vice president of the global commercial business for Imation. “Through our extended

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licensing agreement with ProStor Systems, we are demonstrating our commitment to the RDX solution, and to our customers worldwide who want the combined benefits of disk and tape that RDX offers. We are enthusiastic about ProStor Systems' roadmap for RDX, and are investing in the technology to help drive the development of new RDX offerings for our customers."

"RDX momentum continues to grow, and Imation's long-term investment in this format is another significant milestone in the industry's adoption of RDX," said Frank Harbist, president and chief executive officer, ProStor Systems. "Leading OEMs like Dell, IBM, and HP have provided RDX-based solutions to more than 200,000 customers worldwide and that number is growing. A company like Imation, with deep technology strength based on more than 50 years in the data storage industry and extensive global distribution reach, is an excellent partner for both ProStor RDX and InfiniVault®. We look forward to continuing to work with Imation to deliver the next generations of our RDX technology roadmap as well as other storage solutions."

RDX is an alternative to tape that includes a high-capacity, rugged, and removable 2.5-inch hard disk drive cartridge and a docking station with USB and SATA connections. RDX removable hard disk drive cartridges offer complete data protection with easy and reliable backup, data security, and expandable storage, and are available in 160GB, 320GB, 500GB, and 640GB capacities. The docking station and cartridges are fully forward and backward compatible. Imation's RDX system combines robust RDX technology with award-winning software to make protecting data even easier. The software installs in minutes and delivers fast backups, accurate restores, and file disaster recovery with minimal manual effort or expertise. It also features government certified 256-bit AES encryption, ensuring that sensitive data remains secure.

ProStor InfiniVault provides a data management and retention storage system that integrates RDX removable disk technology to provide online, offline, and offsite storage of data and images. ProStor InfiniVault's included software is able to ensure the authenticity and immutability of data while indexing, compressing, encrypting, and de-duplicating files to offer customers simplified compliance, disaster protection, and eDiscovery of data at the lowest possible cost.

Imation RDX and ProStor InfiniVault are available through authorized distributors. ProStor and Imation are founding members of the RDX Storage Alliance, a non-profit professional community dedicated to the open sharing of RDX Storage solutions and best practices contributed by customers and partners. For more information or to join the RDX Storage Alliance go to <http://www.rdxstorage.com>.

About Imation Corp.

Imation is a leading global developer and marketer of branded products that enable people to capture, save and enjoy digital information. Our world-class portfolio of digital storage products, audio and video electronics and accessories reaches customers through a powerful global distribution network. Our goal is a company with strong commercial and consumer businesses and continued long-term growth and profitability that creates shareholder value. Imation Corp.'s global brand portfolio, in addition to the Imation brand, includes the Memorex brand, one of the most widely recognized names in the consumer electronics industry, famous for the slogan, "Is it live or is it Memorex?" and the XtremeMac brand. Imation is also the exclusive licensee of the TDK Life on Record brand, one of the world's leading recording media brands. Additional information about Imation is available at <http://www.imation.com>.

About ProStor Systems

[ProStor Systems](http://www.prostorsystems.com) provides industry-leading solutions for the cost-effective, long-term storage of digital information. ProStor's RDX[®] removable disk technology is sold by leading server manufacturers Dell, HP, IBM, and others who combined have shipped over 100 petabytes to 200,000 customers worldwide. ProStor InfiniVault[®] is the most cost-effective storage system for the long-term retention of data and images. ProStor InfiniVault integrates information management software, online disk, and RDX removable disk to simplify retention management while automating disaster protection and regulatory compliance. This intelligent storage system is replacing optical, tape, and disk in healthcare, document imaging, financial services, digital video archive, service provider, and government markets.

For more information about ProStor Systems, visit <http://www.prostorsystems.com> or contact the company at info@prostorsystems.com or 303-565-3100. Visit <http://www.rdxstorage.com> to learn more about RDX removable disk technology.

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