

**For Immediate Release**

**Adtron Announces Hammer PLC As Master  
Distributor For EMEA**

***Embedded and Industrial SSD Leader Joins Forces With The Number One  
European Distributor Dedicated Solely To Storage***

PHOENIX, AZ – September 10, 2007 - Solid state flash disk (SSD) manufacturer Adtron Corporation today announced the selection of UK-based Hammer PLC as its master distributor for Europe, the Middle East and Africa (EMEA). Hammer will provide sales coverage and logistics support for Adtron distributors, resellers and system integrators throughout the region.



"Hammer's commitment to and knowledge of the European storage market, their expertise in distribution and their overall quality as a company makes them a very exciting partner for Adtron," stated Robert Benkendorf, Adtron Chief Executive Officer. "The dramatic decline in flash prices is enabling a broader range of customers to take advantage of the performance and durability capabilities that our SSD drives offer. We will be able to capitalize on this increased rate of SSD adoption through Hammer's organization and depth".

"We have seen a greater demand for SSD devices over the last six months than we have seen over the last three years — clearly this market is booming," said James Ward, Hammer's Managing Director. "We are delighted to team with Adtron, the industry leader in the embedded and industrial SSD market, to expand our storage portfolio with the latest technology."

Adtron data storage devices include industrial grade flash drives in 2.5" and 3.5" form factors with capacities up to 160GB. Using standard storage interfaces such as SATA, IDE, and SCSI, Adtron products integrate seamlessly into embedded and enterprise storage architectures.

**ArrayPro™ Performance Engine:** Adtron's new generation of Flashpak® flash disk drives incorporates advancements in the Adtron ArrayPro performance engine that provides parallel access and management of flash arrays within a single SSD. Alan Fitzgerald, Adtron Chief Technology Officer, describes, "ArrayPro separates an Adtron flash disk from the low-end single array SSDs and those that employ caching technologies that require battery back-up and whose performance are highly application dependent. The Adtron products provide sustained read/write performance in the 70MB/sec range, and reliability that far exceeds the capabilities of rotating media."

**EraSure™ Data Security:** Beyond its leading performance, Adtron's next generation solid state flash disk drive family addresses a broad range of data security requirements, meeting the needs of commercial enterprises and addressing the most stringent military and intelligence standards defined. The Adtron EraSure Data Security Suite includes access control features and offers unparalleled, high speed data elimination including clear and sanitize functions at the most trusted levels defined today.

## **About Adtron**

Founded in 1985, Adtron is the leading designer and global supplier of high performance and high capacity solid state flash disk drives. Adtron Flashpak SSDs integrate seamlessly into defense/aerospace, industrial automation, medical, transportation, telecom and enterprise applications. Based on Adtron's advanced ArrayPro™ performance engine, Adtron solid state flash disk drives deliver superior sustained read and write rates and are designed to reliably meet stringent environmental requirements. The Adtron Quality Management System is ISO 9001:2000 certified. Adtron is headquartered in Phoenix, Arizona with channels in all global markets. Learn more about Adtron at [www.adtron.com](http://www.adtron.com).

Flashpak is a registered trademark of Adtron Corporation. ArrayPro and EraSure are trademarks of Adtron Corporation.

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