

GLOBAL STORAGE LEADER NEC ELIMINATES RISKS WITH BOLD 30-DAY GUARANTEE

No Hassle, No Risk, No Questions; NEC Will Cover De-Installation, Return Freight AND Data Migration Off System if Customer Not Satisfied

Santa Clara, Calif., May 11, 2009 – NEC Corporation of America, a premier provider of IT, network and identity management solutions, is rolling out a bold new storage sales initiative in North America. NEC is known globally as a top five storage vendor with more than 50 years of delivering highly reliable, scalable, efficient storage solutions that provide the utmost value. The company is seeking to aggressively expand their North American market share by offering a 30-day, no questions asked, unconditional satisfaction guarantee to first time customers of NEC D-Series Storage. In this economic climate, customers are seeking innovative alternatives to improve efficiencies and meet growing data storage needs through unfamiliar vendors. The guarantee allows customers to make a new choice for an established innovator they may not already know while eliminating the risk.

"Contrary to what people often assume, storage is a strategic purchase. Customers feel comfortable buying from whom they know and trust," said Arun Taneja, founder and consulting analyst, Taneja Group.

"This makes it difficult to gain traction in new regions—even for vendors established as global leaders, like NEC. Unless, like NEC, they offer a 30 day guarantee that is truly unconditional and eliminates all risk. It is rare for a vendor to stand behind its storage like NEC is doing now. This guarantee allows customers to try the D-Series without reservation."

The 30-day money-back¹ guarantee applies to all new customers across North America who purchase any of NEC D-Series SAN storage products through September 30, 2009. If for any reason or no reason at all, the customer decides they want to return the product, NEC will handle the entire process and cost of de-installation, return shipping, and migrating the data off the system.

"In my thirty years in the North American storage market, I can't recall such an indomitable offer," said Dan Diltz, vice president, Advanced Storage Products Division, NEC Corporation of America. "We are just that confident in our product! Our customers tell us we provide the most productive value with the functionality they need at a price they can afford."

NEC Distributors, Resellers Enthusiastic

Jeff Burgess, president, Burgess Computer Decisions, Inc., stated, "This is a great promotion by NEC and ties in fabulously with their enterprise servers that we have been supplying for the video security marketplace. Many of those opportunities require large amounts of external storage for both SAS and SATA archival data. In addition, we have already experienced an increase in interest from clients looking to try NEC D-Series

storage for consolidation and virtualization."

John Lane, vice president of business development, Logical Front, LLC, enthused, "This 'no risk' money-back guarantee is a daring idea that proves NEC has a lot of confidence in their solutions. Especially in this economy, Logical Front has many customers who are trying to do more with less budget and want to leverage innovative solutions for improved efficiencies—without risking investment in startup technology that may not evolve or last. Partnered with a global storage leader like NEC, Logical Front can offer our customers innovation, value, and financing to meet their business needs."

Tim Franks, director of business development, MCE, noted, "For more than 30 years, MCE customers have relied on us to bring them the best in IT infrastructure. We've never seen an unconditional guarantee like this—where the vendor is willing to stand behind their product to the point of handling the whole process and cost of de-installation, return shipping, and migrating data off the system if the customer isn't happy. It aligns perfectly with MCE's commitment to our customers to delivering the best value in solutions and service."

Peter J. Prieto, president, nDataStor, Inc., added, "NEC D-Series storage has always been a solid solution because of the system's dependability and performance. With organizations facing shrinking budgets and increased data storage requirements, this iron-clad guarantee will help nDataStor introduce our customers to the value of NEC."

Steve Ichinaga, senior vice president and general manager, Systems Integration at SYNEX Corporation, said, "Eliminating the perception of risk is a smart move from NEC. Since our core customer set is the SMB, we have a lot of customers who are trying to do more with a smaller budget and want to try different innovative solutions that meet their critical business needs. NEC is an established vendor that provides the innovation, financing, and value organizations need to address data growth and this 'no risk' money-back guarantee is proof."

Dependability, Scalability, Efficiency Equal High Value

NEC's D-Series Enterprise Modular Storage products include numerous unique features that collectively deliver superior dependability, scalability and efficiency for high value and productivity:

- **Exceptional dependability without data corruption.** NEC D-Series SAN storage products provide protection from "silent data corruption" that is uncaught in 1 in 90 SATA drives. This feature improves data integrity for both SATA and SAS drives, resulting in fewer application errors and less data corruption.
- **Resilient, self healing storage with complete redundancy.** NEC's patented Phoenix® technology reduces RAID rebuilds by 30 to 50 percent and detects correctable disk drive failures.
- **Remarkable non-disruptive scalability.** NEC D-Series arrays can scale from 3 to 1,536 drives and up to 128 GB cache due to the nodal architecture and neural cache communication.

- **Outstanding efficiency.** The ability to mix SAS and SATA drives, turn drives off when they are not in use, and dynamically expand as little as one drive at a time adding only the capacity needed when it is needed are just a few of NEC D-Series' efficiency features. In addition, NEC D-Series includes intuitive management for virtual storage partitioning and dynamic pooling to minimize IT management tasks.

NEC's D-Series Enterprise Modular Storage arrays provide highly resilient and easily scalable SAN storage without sacrificing performance and flexibility. The D-Series complete management suite includes virtual array partitioning, snapshots, replication, performance management, multipathing, failover, compliance, and energy conservation.

For customers with virtualization, consolidation or storage capacity growth initiatives, NEC D-Series SAN Storage is ideal. NEC D-Series SAN storage is part of NEC's Dynamic IT Infrastructure—a solution that includes servers, storage, virtual desktop solutions, and system software which are smart, flexible, adaptive to change, scalable, resilient, and continuously evolving. Along with NEC's broad range of services—the NEC Dynamic IT Infrastructure provides an ideal platform for virtualization, consolidation and business continuity and is ideal for driving greater value and efficiencies in solutions for physical security, law enforcement, emergency response, travel and entertainment, education, high performance computing, and business. This type of infrastructure allows IT organizations to move forward confidently and meet changing and growing business needs in an efficient manner.

To learn more, new customers incited by the 30-day guarantee can call 866-632-3226 or email d-series@necam.com. For more information about NEC D-series, visit www.necam.com/Storage/D-Series, or NEC's Dynamic IT infrastructure, visit www.necam.com/DynamicIT.

About NEC Corporation of America

NEC Corporation of America is a leading technology provider of network, IT and identity management solutions. Headquartered in Irving, Texas, NEC Corporation of America is the North America subsidiary of NEC Corporation. NEC Corporation of America delivers technology and professional services ranging from server and storage solutions, IP voice and data solutions, optical network and microwave radio communications to biometric security, virtualization and digital cinema solutions. NEC Corporation of America serves carrier, SMB and large enterprise clients across multiple vertical industries. For more information, please visit www.necam.com.

1. Original shipping and installation services not included as part of "money-back" guarantee.

NEC is a registered trademark of NEC Corporation. All Rights Reserved. Other product or service marks mentioned herein are the trademarks of their respective owners. © 2009 NEC Corporation of America.

Contact:
Angelique Faul
Kulesa PR for NEC Corporation of America
(513) 233-2994
angelique@kulesafaul.com

