



SimpleTech

SimpleTech Announces Industrial Temperature DDR2 Modules; New Modules Designed to Withstand Harsh Operating Conditions

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SANTA ANA, Calif., Jan. 30, 2006 (PRIMEZONE) -- SimpleTech(r), Inc. (Nasdaq:STEC), a designer, manufacturer and marketer of custom and open-standard memory and storage solutions based on Flash memory, DRAM and hard disk drive technologies, today announced the availability of Industrial temperature (I-Temp) DDR2 memory modules able to operate at peak performance in conditions ranging from -40 to 85 degrees Celsius.

The new I-Temp modules will appeal to design engineers working in harsh environments, offering higher performance with lower power consumption than the previous generation DDR1 modules. Available in capacities from 256MB to 2GB, SimpleTech's DDR2 I-Temp memory modules are electrically compatible with standard DDR modules.

"We are pleased to be one of the very first companies offering DDR2 modules that meet the industrial temperature range. We are seeing increasing design requests from customers in high reliability communications and other embedded computing segments that require DDR2 memory," said Doug Finke, director of DRAM product marketing at SimpleTech. "This new development allows engineers to accelerate their transition to DDR2 without sacrificing their ability to operate over a wider temperature range."

"Although the DDR2 technology started off slowly in 2005, we see an increased transition to this technology as prices become more attractive, performance increases and chipset vendors and IP providers broaden their support of this technology," said Bob Merritt, vice president, DRAM at Semico Research Corporation. "SimpleTech's offering will help embedded systems and communication product OEMs by allowing these companies to enjoy the same advantages offered by DDR2 as the PC manufacturers that have been using the commercial temperature DDR products."

All SimpleTech DDR2 modules are manufactured with a lead-free and RoHS compliant manufacturing process and are backed by SimpleTech's reputation for quality and support.

Engineering samples are currently available to OEM customers and through industrial distributors.

About SimpleTech

SimpleTech, Inc. designs, manufactures and markets custom and open-standard memory and storage solutions based on Flash, DRAM and hard disk drive technologies. With headquarters in Santa Ana, California, the company offers a comprehensive line of more than 2,500 products and specializes in developing high performance and high-density memory modules, memory cards and storage products. For more information, visit the company's Web site at www.simpletech.com.

Safe Harbor Statement

This release may contain forward-looking statements that involve risks and uncertainties, including, but not limited to, statements concerning the performance of Industrial temperature (I-Temp) DDR2 memory modules, and concerning increase in SimpleTech Inc.'s revenues and profitability. Actual results may differ materially from the results predicted. Important factors which could cause actual results to differ materially from those expressed or implied in the forward-looking statements are detailed under "Risk Factors" in filings with the Securities and Exchange Commission made from time to time by SimpleTech, including its Annual Report on Form 10-K, its quarterly reports on Form

10-Q, and its current reports on Form 8-K. Other factors that could cause our actual results to differ materially from those expressed or implied in the forward-looking statements include the following risks: Industrial temperature (I-Temp) DDR2 memory modules may not perform in the manner anticipated, customer demand for such products may not grow as projected and new technological advancements in the field might produce more competitive products. SimpleTech undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances occurring after the date hereof or to reflect the occurrence of unanticipated events.

SimpleTech is a registered trademark of SimpleTech, Inc. in the United States and other countries. All other trademarks referred to herein are the property of their respective owners.

Note: Product photography is available upon request. Send an email to emarshall@simpletech.com or mbingham@simpletech.com.

The SimpleTech logo is available at: <http://www.primezone.com/newsroom/prs/?pkgid=1079>

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