LaCie Unveils Big Disk Extreme+
2TB Hard Drive With Shortcut Button

- Huge capacity, great speed, connects everywhere
- FireWire 800, FireWire 400 & Hi-Speed USB 2.0
- LaCie Shortcut Button launches any application
- EMC® Retrospect® backup and recovery software

PORTLAND, OR (July 2007) – LaCie today unveiled the triple-interface **Big Disk Extreme+** with LaCie Shortcut Button and included EMC® Retrospect® backup and recovery software for Windows®/Mac OS®. This versatile storage solution is equipped with FireWire 800, FireWire 400 and USB 2.0 interfaces, as well as a utility that allows users to back up files or launch any application by pushing the front blue button. The LaCie Big Disk Extreme+ is available today in 1TB, 1.5TB, and 2TB capacities.

"LaCie is excited to introduce this high-capacity solution for professional users," said Olivier Mirloup, LaCie Hard Disk Drive Business Unit Manager. "The Big Disk Extreme+ is a triple threat with high-performance storage, high capacity and a user-friendly quick backup feature for data safety and recovery. Professional users working with very large, resource intensive files can take advantage of the high throughput of the FireWire 800, or the universal compatibility of USB, with the reassuring convenience of EMC® Retrospect Express® backup software and the LaCie Shortcut Button."

Three interfaces in a single solution gives professionals the versatility needed to work in almost any environment. With burst transfer rates close to 90MB/s*, the **LaCie Big Disk Extreme+** takes full advantage of the great bandwidth of FireWire 800 connectivity. This makes the **LaCie Big Disk Extreme+** especially convenient for video editors working in SD/HD or for quick individual workstation storage in a small business setting.

People can utilize the LaCie Shortcut Button—the blue button in front of the drive--as a one-push backup or application-launching utility. It can be configured to launch any document or application, or initiate included EMC® Retrospect® Express software that offers automated backups on the **LaCie Big Disk Extreme+**.

LaCie Big Disk Extreme+ features the quintessential d2 design—a stylish, metallic housing crafted from sturdy aluminum alloy for portability and protection. It offers excellent natural heat

dissipation, which is combined with an ultra-quiet thermo-regulated "smart" fan system to prolong performance and drive reliability. A 3-position switch allows for customized power management. **LaCie Big Disk Extreme+** can stand vertically to save desktop space, be laid horizontally to stack multiple drives, or be rack-mounted to fit into an audio/video setup. Several Big Disks can even be daisy-chained to the same computer and combined together to further increase capacity, speed or security via FireWire.

Availability
The **LaCie Big Disk Extreme+** 1TB, 1.5TB, and 2TB are available immediately online and will be widely available through LaCie's specialized dealer network later this month starting at the suggested retail price of $350. Drives ship with EMC® Retrospect® Express HD 2.0 for Windows®, Retrospect® Express 6.1 for Mac OS®, all interface cables, and a power supply. LaCie separately offers FireWire PCI cards. For more product information, visit www.lacie.com.

About LaCie
LaCie creates external storage solutions and color monitors that help professionals and everyday users easily manage their digital lives. Powerful technology combined with unique designs by the internationally acclaimed Philippe Starck, Neil Poulton, Porsche Design GmbH, Ora-Ïto and Karim Rashid make LaCie the world leader in storage innovation. Established in France in 1989, LaCie is now headquartered in North America, Europe and Asia and listed on the Paris Nouveau Marché (code 5431). For more information, visit www.lacie.com.

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*Burst transfer rates vary from one computer to another and may vary slightly from one drive to another. Average speed is usually lower, depending on host configuration.

1TB = 1,000,000,000,000 bytes. Some capacity is used by the operating system for formatting and other functions. Total available media capacity may appear as 5-10% less.