

5th Oct 2009.

Dear Customer,

Maxell genuine Data tape media products.

To be 100% sure of a quality Maxell Data-media product, Hitachi Maxell, Ltd. and Maxell Europe Limited would like to advise our customers to only purchase new, **not** recycled, Maxell manufactured Data media tape products from a dedicated Maxell partner to be assured of tape quality.

Any subsequent valuable data loss from a recycled tape product, Maxell Europe cannot offer any after sales support or tape replacement.

Maxell Europe LTD takes the quality of tape manufacture and the quality of customer's data stored very seriously and therefore wanted to make an announcement to our customers advising only to purchase new Maxell genuine tape media products to ensure your storage & back up quality is not compromised.

What to look out for to avoid re-cycled purchase – avoiding unnecessary storage risks.

Recycled tape products will have a different look from a new sourced tape product.

Recycled products will have both inferior packaging and an imitation barcode

The recycled product will not have a genuine bar-code, which can be clearly seen on the visual example, (see visual attachment for a comparison).

The imitated bar code on the recycled product will therefore not be scanned.

The genuine Maxell plastic outer case will also be different from the re-cycled case.

Maxell genuine non recycled products will have a clear moulding die number sequence on the outer case, **(pls see below to see visual differences)**.

Maxell take this matter seriously, and have made this statement to make clear to our customers the importance of only sourcing new & genuine Maxell tape media products, and only from a dedicated and trusted Maxell supplier / partner.

Yours sincerely.



Stewart Smith, B2B Account Manager

(pls see below to see visual differences).

Visual attachment for a comparison between recycled tape and genuine tape

Index card, Multi language sheet, P-case and Security seal of Recycled tape is not genuine.

It can be distinguished by following points,

① Barcode on index card

Forged barcode is printed on index card of recycled taps, and it cannot be read



② P-case

Maxell Genuine tape have molding die number ("M***") on the right bottom side of P- case

