



## SimpleTech Lauches its Pininfarina-Style Portable Drives



New Line of 40GB to 100GB Portables Features Sleek Style and Colors Designed by Famed Car Designer Pininfarina

SimpleTech, Inc., a designer, developer, manufacturer and marketer of custom and open-standard memory solutions based on Flash memory and DRAM technologies, and external storage solutions, today announced the launch of its new line of sleek, sporty Pininfarina-designed portable drives. Rollout of the new line of portables to SimpleTech's retail customers is expected to be completed in the third quarter of 2006. On completion, the

portable drives will be available in more than 4,000 major retail electronics and office supply stores, nationwide.

"We are proud to start a new cooperation with such a prestigious partner as SimpleTech - said Paolo Pininfarina, President and CEO of Pininfarina Extra (Turin, Italy), the company of the Pininfarina Group specialised in interior and product design, responsible for the design of the portables. - This line represents the innovation, dynamics and essence of Pininfarina's design identity".

"Pininfarina's continous passion for design experience and innovation is clearly demonstrated in the look and feel of our protable drives and our line on USB Flash drives" said Mike Moshayedi, president of SimpleTech, Inc. "They have created a very compelling style, offering an assortment of colors bringing the human factor into the equation."

"We are very pleased with the overwhelming interest expressed by U.S. retailers on this stylish new line of portables".

These small, sleek drives not only serve the rapidly growing world of all things digital - photos, movies, music, and files - they provide both male and female consumers with an easy-to-use, fast and fashionable portable storage.

In terms of performance, the drives are fast, operating at 5400 RPM with 8MB Cache. This combination of both stylish form and function is a significant departure from the competitive landscape where external drives are typically heavier and are designed with a more basic, industrial look and feel.

Colors available are red, gray, silver, white and black. Not all colors are available in every capacity.

### About Pininfarina

With a history dating back to 1930, Pininfarina is today one of the leading service company within the automotive industry, able to offer to the OEM's creative solutions based on its know-how and flexibility through each stage of Concept & Design, Product & Process Engineering, Niche Vehicle Manufacturing, as a full-cycle turn-key partner, or a provider of specific services. The company has more than 3,000 employees and operations in Italy, France, Germany, Sweden, Morocco and China. The current car input includes 5 new models: Volvo C70, Alfa Romeo Brera and Spider, Ford Focus CC, Mitsubishi Colt CZC. Among the other customers: Ferrari, Maserati, Peugeot-Citroën, Renault, Jaguar, Honda, Daewoo, Hyundai, AviChina, Brilliance, Chery, Changfeng, JAC. As Official Supplier of the Torino 2006 Winter Olympic Games, Pininfarina designed, engineered and manufactured 12,000 Olympic Torches and 150 Paralympic Torches and designed the Olympic Cauldron. Pininfarina Extra, the Group company dedicated to interior and product design, has been operating since 20 years; among its customers: Motorola, Jacuzzi, Lavazza, Snaidero, 3M.



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PRESS RELEASE

**About SimpleTech, Inc. (Nasdaq: STEC)**

SimpleTech, Inc., designs, manufactures and markets custom and open-standard memory solutions based on Flash and DRAM memory technologies. Headquartered in Santa Ana, California, the company offers a comprehensive line of over 2,500 products and specializes in developing high-density memory modules, memory cards and storage drives. For information about SimpleTech, Inc., and to subscribe to the company's "Email Alert" service, please visit our web site at [www.simpletech.com](http://www.simpletech.com), click "Investor" and then Email Alert.