



news

REVIEW For Immediate Release

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IMATION AND MXI SECURITY PARTNER TO DELIVER SECURE DATA STORAGE DEVICES *Imation to offer new line of highly secure data storage products for government and commercial applications*

CES, Las Vegas (Jan. 7, 2010)—Imation Corp. (NYSE: IMN), a global leader in data storage, today announced it has signed an agreement with MXI Security, a leader in superior managed portable security solutions, to develop and manufacture a line of highly secure data storage devices. Under the agreement, the companies will incorporate MXI Security's advanced technologies for user authentication, digital identity and data encryption, including MXI's patent-pending Bluefly Processor™ technology, into a line of new Imation-branded storage devices. Imation expects to launch the first of these new highly secure devices, including USB flash drives and external hard disk drives, through its global distribution channels by the end of first quarter, 2010.

"We are pleased to announce this important agreement with MXI Security," said Keith Schwartz, director of strategic growth for Imation's global commercial business. "For more than fifty years, we've provided critical data storage support to both government and commercial users, who are facing increasingly stringent security and regulatory requirements. By working with MXI, well known in the industry for their robust security technology and high-quality manufacturing, we can offer a new level of security products to our customers. Our new line of secure data storage products will be FIPS (Federal Information Processing Standards) validated and manufactured in the U.S., both

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key requirements for our U.S. government users. Our products will also be CSEC (Communications Security Establishment of Canada) certified for our Canadian customers."

"MXI looks forward to this strong new partnership with Imation," said Lawrence Reusing, CEO of MXI Security. "Imation is among the most trusted and well known data storage brands in the world, with a global reach and strong user support across all regions of the world. By combining the Imation brand with MXI's technology, we can offer superior, secure solutions to businesses and governments who demand the utmost in data security."

Imation expects to launch the first in its new line of secure, FIPS-certified USB flash drives and external hard drives powered by the Bluefly Processor™ in March 2010. More information on product specifications, pricing, and availability will be provided at that time.

About MXI Security

MXI Security is the leader in providing superior managed portable security solutions that combine the power of secure storage with identity and access management services. Easy to manage and transparent to the end user, MXI Security solutions satisfy multiple security needs with a single device, facilitating greater mobility without ever compromising security. For more information please visit www.mxisecurity.com.

About Imation Corp.

Imation is a leading global developer and marketer of branded products that enable people to capture, save and enjoy digital information. Our world-class portfolio of digital storage products, and audio and video electronics and accessories, reaches customers through a powerful global distribution network. Our goal is to be a company with strong commercial and consumer businesses and continued long-term growth and profitability that creates shareholder value. Imation Corp.'s global brand portfolio, in addition to the Imation brand, includes the Memorex brand, one of the most widely recognized names in the consumer electronics industry, famous for the slogan, "Is it live or is it Memorex?" and the XtremeMac brand. Imation is also the exclusive licensee of the TDK Life on Record brand, one of the world's leading recording media brands. Additional information about Imation is available at www.imation.com.

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