

FOR IMMEDIATE RELEASE



LightScribe Direct Disc Labeling Launches Color-Background CDs in Europe

New LightScribe licensees also announced at IFA World of Consumer Electronics 2005

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Berlin, Germany, September 2, 2005 – LightScribe Direct Disc Labeling announced today at the IFA World of Consumer Electronics tradeshow the development of five new vivid color-background CDs for LightScribe images. With the new LightScribe Media Version 1.2 coating technology, the same precise, silkscreen-quality black text and graphics labels available on gold-background discs can be burned onto the label-side of LightScribe-enabled CDs in stunning, new jewel-toned background colors. LightScribe will exhibit the new color-background CDs at LightScribe's double-decker bus, located in the IFA Summer Garden, Freigelände/2011.

With LightScribe color-background CDs, consumers can add more individuality, creativity and flair to their customized CD labels. The five new CD background colors -- red, orange, yellow, blue and green -- are rich and saturated. The development of LightScribe's color-background CDs was possible through the new LightScribe Media Version 1.2 coating technology. The color-background CDs will have labeling speeds and enhanced image contrast comparable to those of the current gold-background discs.

LightScribe Direct Disc Labeling is the only disc labeling technology available today that burns silk-screen quality labels directly onto the label side of CDs and DVDs and that enables customers to easily create professional-looking labels without compromising on data space. The original gold-background LightScribe CDs and DVDs are already available through most leading media brands online and in retail stores. LightScribe enabled desktops, notebooks and optical disc drives are also available through a large number of hardware brands.

CDs with the LightScribe Media Version 1.2 coating technology are compatible with existing LightScribe-enabled drives and labeling software after a simple download of an updated driver file. The new color-background CDs are expected to be brought to the European market by brand licensees in early 2006. Five of the initial brands intent on offering LightScribe color-background CDs are HP, Memorex, Mitsubishi, Philips and Verbatim.

According to Pierre van Lamsweerde, Business Line Manager for Peripheral Products at Philips Electronics, N.V., "We are pleased to announce our intention to bring LightScribe color-background disc products to market, expanding Philips' current portfolio of LightScribe-enabled CDs, DVDs and optical drives."

"Color-background discs provide visual interest and fun, and they make it easier to organize a collection," said Jan Graef, HP marketing manager for Optical Storage - Europe. "We're proud to be among the first to offer LightScribe color-background discs, furthering HP's reputation for innovation and bringing customers another great option from a premium, trusted brand."

In support of the LightScribe color-background CDs launch, CMC Magnetics Corporation, Mitsubishi Kagaku Media, and Moser Baer India will be among the initial media manufacturers to produce the discs.

Faster-speed coating for the original LightScribe gold-background CDs and DVDs is also expected to be brought to market by media brands in early 2006.

LightScribe announces new licensees

LightScribe also announced today that a number of additional companies have licensed its Direct Disc Labeling technology. These new licensees include hardware brands Alienware, Evesham Technology, Medion, Pacific Digital and Packard Bell; media manufacturer Prodisc; software developers SmileOnMyMac and Ulead; and disc duplicator supplier Alera Technologies.

LightScribe Direct Disc Labeling technology is already being incorporated by optical drive and media manufacturers, software developers, media and computer brands, including:

Hardware brands Asustek, BenQ, Freecom Technologies, HP, I/OMagic, LaCie, Lite-On IT, Philips, ProStar Computer and Sager Computer;

Media brands BenQ, HP, Imation, Maxell, Memorex, Mitsubishi, Philips, TDK and Verbatim;

Media manufacturers CMC Magnetics, Mitsubishi Kagaku Media and Moser Baer India;

Optical drive manufacturers Hitachi-LG Data Storage, Lite-On IT, Panasonic Communications, Panasonic Shikoku Electronics, Philips-BenQ Data Storage, Pioneer, QSI and Toshiba-Samsung Storage Technology;

Software developers Acoustica, CyberLink, Droppix, InterVideo, MicroVision Development, Nero, NewSoft Technology, NewTech Infosystems, Roxio and Sonic Solutions; and

System integrator Micro-Star International.

"LightScribe continues to expand its embrace within the optical market, licensing additional manufacturers and brands serving the PC marketplace in order to become the market standard," said Kent Henscheid, Marketing Manager for LightScribe. "Consumers are enthusiastic about their LightScribe experience and overall awareness of LightScribe is building rapidly."

About LightScribe

LightScribe Direct Disc Labeling offers consumers and businesses a simple, no-hassle way to burn professional-looking, silkscreen-quality labels on their CDs and DVDs. LightScribe extends optical media, recorders and software through an integrated system of media with special laser-sensitive coating, laser control and imaging drive modifications, and labeling software enhancements. LightScribe uses the same laser that burns data in the disc drive to create precise, iridescent labels. LightScribe technology was developed and patented by HP. A business unit of HP, LightScribe licenses its technology to optical industry leaders in drive and media manufacturing and to hardware, media and software brands. Additional information about LightScribe is available at www.lightscribe.com.

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