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Flash Memory Summit Recognizes Anobit's Enterprise SSD Achievements with 'Best of Show' Award

Panel of Experts Declares First Ever MLC SSD to Deliver Enterprise Reliability and Performance is Industry's "Most Innovative Flash Memory Enterprise Application"

Santa Clara, CA – Flash Memory Summit – August 19, 2010 – Anobit's Genesis portfolio of enterprise solid state disks (SSDs) has been honored with a 'Best of Show' award at the 2010 Flash Memory Summit, winning the 'Most Innovative Flash Memory Enterprise Application' category. The company's [Genesis SSD portfolio](#) first made waves back in June as the industry's first multi-level cell (MLC) NAND-based SSD family to deliver true enterprise reliability and performance for datacenter storage and server infrastructure. A panel of experts chose Anobit as the "Best of Show" winner based on the product's innovation, business and technical significance, and distinctiveness.

Anobit's Genesis SSDs leverage the company's patented Memory Signal Processing (MSP™) technology to achieve an unparalleled write endurance of over 50,000 cycles using consumer grade MLC NAND. This level of write endurance, required for high-end enterprise and datacenter storage applications, was previously only achievable with SLC technology. The result of Anobit's innovation is truly disruptive in that it makes enterprise SSD storage available at a fraction of the cost of today's SLC-based SSDs.

With its unique MSP-enabled ability to yield enterprise endurance from any type of commercial MLC NAND, Anobit can deliver its Genesis SSDs at a price point that no other enterprise SSD provider can match.

"We are thrilled to be recognized by the industry not only for what Anobit has accomplished, but for the broader implications for enterprise computing," said Dror Sal'ee, Vice President of Marketing, Anobit. "With Anobit's technology already being widely adopted and field-proven by leading consumer-electronics, this company is clearly poised to re-shape the entire enterprise storage landscape."

Anobit was presented with this 'Best of Show' award at the Flash Memory Summit awards ceremony on Wednesday, August 18. For more information about Flash Memory Summit and its 'Best of Show' award program, visit www.flashmemorysummit.com.

About Anobit

Anobit is a NAND-based solutions provider. Its products range from MSP components to complete, enterprise solid-state drives. Anobit works closely with some of the world's largest NAND manufacturers, consumer electronics vendors and storage solution providers. For more information visit www.anobit.com.

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