



New Memorex Digital Audio Players Make Music Discovery Easier for Consumers

MusicIP and Memorex team up to bring innovative, pre-loaded devices to market

Monrovia, CA— (June 6, 2007) —Memorex announced the launch of a line of innovative, new digital audio players that incorporate groundbreaking playlisting technology from MusicIP and include pre-loaded music from some of today's hottest independent artists.

The devices are available in 4GB, 2GB, and 1GB models, and contain MyDJ listening modes, making it simple for users to scan their music collections, select a song that fits their mood, and create dynamic playlists directly on the device. MusicIP's patented MyDJ technology plays the right music for the moment without the hassle of browsing, skipping, or searching by alphabetical song information.

Already hitting shelves at Target stores nationwide, the 4GB Memorex model holds up to 2,000 songs and features a mini SD card slot, playback for mp3 and wma audio, MPEG 4 video, and favorite photos.

In addition, through a partnership with leading music distribution companies IODA, IRIS, and Magnatune, the devices are pre-loaded with tracks from independent artists such as Dressy Bessy, Honeycut, and Electric Frankenstein. The pre-loaded tracks can be immediately mixed with a consumer's existing music collection, introducing users to new tracks from emerging artists.

"People want to discover and experience music in a variety of ways," said Josh Goldstein, Product Marketing Manager for Memorex Electronics. "Through our partnership with MusicIP, we are enhancing the performance of our mp3 players and making new music more accessible to a wider user base."

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About MusicIP

MusicIP provides music relationship solutions for digital music devices, applications and online services. The company is the market leader in track-centric music, with patented technologies and the industry's largest dataset of over 29 million fingerprints and musical signatures. Solutions include consumer electronics firmware, SDKs, hosted music search and the largest open-source track ID and free metadata service, MusicDNS. For more information, visit www.musicip.com



About Memorex

Memorex, a portfolio brand of Imation Corp (NYSE: IMN), is the U.S. market-share leader in optical media and media accessories at retail. Since the early 1970s, Memorex has been one of the most widely recognized and respected names in the consumer electronics industry. For more information on Memorex and its line of Memorex digital audio players, please visit www.memorexelectronics.com.

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