

*For Immediate Release*

**Controller Maker Forecasts 10 Millionth ATA Unit  
Since 1999 Will Ship By Year End 2002**

*Estimates Nearly Half of All Units Are ATA RAID-Based ASICs, Controller Cards*

Milpitas, CA -- Promise Technology, Inc., the originator and industry leader in ATA RAID controllers, announced today that by the end of 2002 it expects to ship its 10 millionth ATA-based controller product since 1999. The company added that nearly 50 percent of these units will have been ATA RAID-based ASICs and host-based accelerator cards (HBA).

In making the announcement, a company spokesperson said "total units projected for this year well exceed the growth rate of the ATA storage platform and ATA RAID-based products as tracked by industry analysts. For the ATA RAID category in particular, we've experienced a huge growth rate for ASICs and HBAs."

"What makes this milestone so special is that before Promise, RAID was strictly thought of for SCSI or Fibre Channel drives, said the spokesperson. "Just five years ago, Promise presented IDE/ATA RAID as a brand new product category offering a better way to boost performance and provide better data protection at a low user cost. That has now become the reality as OEMs and motherboard makers alike employ our ATA RAID ASICs or add-in cards as part of their product lines worldwide."

In August, 2002, industry research firm Gartner Group/Dataquest forecast a 43% compound annual growth rate for the ATA RAID category and predicted ATA RAID to make up more than half of the total RAID market by FY2005.<sup>1</sup>

"We predict substantial and continued growth for ATA-based RAID chipsets and HBAs as a viable alternative to more expensive SCSI-based systems for entry-level and mid-range network servers as well as performance workstations," said an analyst for GartnerGroup/Dataquest.

"Remarkably, the success is based on the sales of Promise products used for enhancements to the basic PC functionality and interfaces already onboard -- a testament to the added value that these products provide to system builders, PC designers, and consumers," the Promise spokesperson added.

Industry leaders also recognize Promise Technology's impact on the future of PC storage with Serial ATA products. Promise has recently announced the first Serial ATA and Serial ATA RAID ASICs and HBAs to support introduction of Serial ATA/150 hard drives.

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<sup>1</sup> August, 2002 [Disk Storage Systems Worldwide Forecast: 2002-2006](#) -- Dataquest/Gartner Group

***Company Predicts 10 Millionth ATA Unit Since 1999 To Ship This Year***

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"Serial ATA technology is poised to make a significant market impact by combining improved data transfer and increased storage capacities with affordability," said an Intel Corporation representative. "We are pleased that Promise recognizes the potential in their technology and products, and that they support the developer community in driving forward Serial ATA as a new interface for desktop, workstation or server users."

With its legacy of ATA product and technology development, Promise Technology, Inc. is the recognized world leader in ATA controllers, ATA RAID cards and ATA RAID subsystems, and maintains ongoing product development relationships with most major ATA hard drive manufacturers and OEMs. Headquartered in Milpitas, CA, the company maintains offices in Europe, Taiwan, and China. For more information, visit Promise Technology's website at <http://www.promise.com>.

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