



news

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IMATION NAMED 2010 “DISTINGUISHED PARTNER OF THE YEAR” BY NORTH CENTRAL SIGHT SERVICES

Imation supplies encrypted optical media, secure flash drives and other storage media for the AbilityOne program

OAKDALE, Minn (May 11, 2011) – Imation Corp. (NYSE: IMN) today announced that the company has been named by North Central Sight Services (NCSS) as their 2010 “Distinguished Partner of the Year.” The award recognizes Imation’s work with NCSS to supply encrypted optical media and secure flash drives to the agency through the AbilityOne program (formerly “Javits-Wagner-O’Day” or JWOD). The AbilityOne program enables agencies like NCSS to employ people who are blind or severely disabled to manufacture and assemble products for sale to the U.S. government under the SKILCRAFT® brand; NCSS’s Williamsport, Pa. manufacturing facility assembles and packages computer media, USB flash drives and other office products under the AbilityOne program.

“We are extremely pleased to partner with NCSS, and honored that they chose Imation for their 2010 Distinguished Partner award,” said Keith Schwartz, Director of Emerging Businesses, Imation Corp. “Imation’s work with NCSS supports the organization’s excellent work for the people they serve, and for their U.S. government customers.” Imation’s relationship with NCSS goes beyond simply providing product. “We’ve worked hard to help the agency stay on the cutting edge of removable media technology by providing products that incorporate secure data production and external hard disk drives. And we’ve worked with their team to help them learn how to assemble the products efficiently, so that they meet the highest quality standards,” Schwartz said. For example, with encrypted optical media, Imation supplies a gold master disc; people employed by NCSS load the encryption software, label the discs and package them for delivery. Similarly, Imation provides the agency “almost finished” Imation Defender™ F150 secure flash

drives, and the workers assemble the final product, including key rings, branding and final packaging. The NCSS team will soon begin assembling external hard disk drives based on Imation's M200 portable hard drive.

Imation's award-winning Defender Collection™ portfolio of removable storage products helps government agencies, businesses and other organizations secure data at rest on portable devices and media. The Defender Collection includes a range of secure storage solutions on flash drives, removable hard disk drives and optical media, as well as security management software for managing removable devices. These solutions are especially valuable to government organizations and industries needing to manage risk associated with increasing amounts of sensitive portable data.

About Imation Corp.

Imation Corp. (NYSE: IMN) is a leading global technology company dedicated to helping people and organizations store, protect, and connect their digital world. Our portfolio of data storage and security products, electronics and accessories reaches customers in more than 100 countries through a powerful global distribution network. Imation Corp.'s global brand portfolio includes Imation, Memorex, XtremeMac, and TDK Life on Record brands. Additional information about Imation is available at <http://www.imation.com>.

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