

**BUFFALO INC. EXPANDS ITS PRESENCE IN INDIA**

**Ties-up with Advent Infotech, leading Networking & Telecom Distributor to offer its products nationally in the Indian market**

**New Delhi, September 19, 2006:** Buffalo Inc., Japan, a global leader in the design, development and manufacture of Award-Winning Storage, Wired and Wireless Networking, Multimedia and Memory Solutions, today announced its expansion plans for the Indian market with a National Distribution partnership with Advent Infotech, the leading Value added Networking & Telecom Distributor in India.

Advent Infotech in India is a subsidiary of Advent Electronics Pte Ltd, Singapore, part of the Multibillion Dollar Lion Group. Advent will be the sole Distribution Agency for a selection of Buffalo's award-winning line of network storage and wireless networking and memory devices across India. These products are specially designed for the SOHO (small office, home office) segment.

While announcing Advent as the National Distributor of Buffalo products for the Indian market, **Mr. Toshihiro Sakuma, GM Buffalo Inc. said**, "Advent is the leading Networking Distribution Company in India, the Niche player with a reach that is wide enough to get Buffalo's products across to the entire country. Tying-up with Advent will give us the exposure that we are looking for to spread our presence in a country that we view as extremely important in our plans. **He further added**, "Our SOHO range is aimed to provide end-users with solutions that easily solve their problems and enhance their experience. "

Commenting on the relationship, **Mr. Anoop Verma, Country Manager, Advent India, said**, "We have been a focused player in the field of Networking and were seeking an alliance in the Quality Storage products segment for the India market. Buffalo Inc based out of Japan and a Global Brand have placed their trust and reliance in us to distribute their products nationwide. These products will enable the end-users to have high performance oriented solutions through retail outlets."

**Buffalo's Award-Winning Line of Storage and Wireless Networking Solutions will be available in Stores Nationwide**

- **NAS: Terastation Professional series**
- **Gigabit Network Storage Center**
- **External SATA HDD**
- **Flash Drives**
- **NFINITY**
- **A & G 108 High Power Router and Access Point**

The tie-up between Buffalo and Advent enables a range of Japanese Quality products to be available nationally in India. The latest range of Buffalo Storage devices includes:

**NAS : High end TeraStation Professional Series** with RAID5 and simple active directory feature for SMB and SOHO. Compact and the fastest today for SOHO consumers! Both models are DLNA Certified. The product is leading in the US consumer NAS market with 20.7% market share in unit sales and 14% market share in dollar sales in July according to the report by The NPD Group. In India, Buffalo NAS products have won the award of "**Storage of the Year 2005**" from **CHIP**.

**Gigabit Network Storage Centre:** LinkStation Professional (a compact NAS) series including DLNA Certified Home Server LinkStation.

**External HDD:** External HDD: High security DriveStation Duo (with USB and Firewire connection, SATA drive) with mirroring feature. And DriveStation with heat Sink body and Fan less Design MiniStation portable HDD with Shock Absorbing Durable Case.

**Flash Drive:** The "Best Performance" award of CHIP May 2006 was won by the Buffalo Flash Drive with the highest read 28MB/sec. and write 22MB/sec. speed.

### **BUFFALO PATENT AOSS™**

Buffalo's AirStation product line is an award-winning, affordable, high-performance line of wireless LAN products that offers a complete wireless LAN solution to end users in the SMB, SOHO, and some market spaces. Buffalo also features the patented **AirStation One-Touch Secure System™ (AOSS™)** that provides top-notch security for home or office networks with just one touch of a button. As you add **AOSS** devices, security is negotiated at the highest level possible for all devices on the network.

The latest launch of Buffalo in wireless is **NFINITI** (Draft-N) Router and Access Point with channel bonding technology. Its rich features allow users to enjoy the **high-speed multimedia streaming** or online gaming. Buffalo Draft-N offers the **Fastest Wireless Throughput** at improved range.

Buffalo has also launched its **A&G 108 High Power Router and Access Point** which connects to separate 802.11a and 802.11g/b High-speed wireless networks **Simultaneously!** The product has High power reasonable price wireless G router. HighPower solution reduces users concern that electronic signal may not reach.

### **About Buffalo Inc.**

Buffalo Inc. is a leading global provider of award-winning networking, storage and multi-media solutions for the home and small business environments as well as for system builders and integrators. With three decades of networking and computer peripheral experience, Buffalo has proven its commitment to delivering innovative, best-of-breed solutions that have put the company at the forefront of infrastructure technology.

Buffalo, with sales revenue of USD 1.33 Billion is headquartered at Nagoya Japan. Buffalo Inc. also has offices in Austin-Texas-US, Slough-UK, Shannon-Ireland, Dusseldorf-Germany, San Chung City-Taiwan, Shanghai-China and Delhi-India with sales partners in Hong Kong, Singapore, Korea, Australia and Dubai.

### **About Advent Electronics Pte. Ltd.**

Advent Electronics Pte. Ltd. is a Singapore headquartered company with a global presence spanning Asia Pacific, Europe and US. It is part of a public-listed subsidiary of a multi-billion dollar conglomerate.

Advent won the Enterprise 50 Startup Award in Singapore, jointly organized by the EDB of Singapore, Accenture and Business Times in the year 2002.

Advent's business focus is in three Key Areas namely Distribution of Semiconductor Components, Contracting manufacturing and Networking & Telecom. Advent is committed to provide worldwide reputed robust products in Networking & Telecom. Brands such as Allied Telesyn, Netgear, Simeon, Motorola (USA), and Firetide (USA) are amongst these. The company carries out distribution of Semiconductors through Multi billion dollar Principal companies like Sony, International Rectifiers, Texas Instruments and National Semiconductors.

### **For further information, please contact:**

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