



FOR IMMEDIATE RELEASE
February 25, 2011

LaCie Introduces Little Big Disk, Featuring High-Speed Thunderbolt Technology

PARIS, FRANCE (25 FEBRUARY 2011)-- LaCie today announced the LaCie Little Big Disk featuring the all-new Thunderbolt I/O technology, developed by Intel and brought to market with collaboration from Apple. Designed to store large audio and video files, the LaCie Little Big Disk will bring a new level of performance to creative workflows with ultra-fast data transfer, complete system backup in minutes and faster content editing than ever before.

"Thunderbolt technology is a breakthrough in I/O technology and represents the future of mobile computing. Soon you will be able to carry workstation-class power and functionality in small portable devices," said Philippe Spruch, Chief Executive Officer, LaCie. "LaCie is excited to be one of the first to deliver Thunderbolt I/O technology with the LaCie Little Big Disk."

"Intel believes Thunderbolt technology in combination with LaCie's unique portfolio of storage products and displays will drive new levels of performance and simplicity for consumers," said Jason Ziller, Director, Thunderbolt Planning and Marketing, Intel Corporation.

Thunderbolt I/O technology delivers incredible bandwidth at 10Gbps and runs two protocols (PCI Express and DisplayPort) simultaneously over a single cable for connectivity to high performance peripherals like LaCie Little Disk and high resolution displays. Created with mobile and media professionals in mind, Thunderbolt technology moves content with blazing speed and facilitates complete system backups in minutes. Using a single Thunderbolt cable, users can connect their notebooks to high resolution displays, cameras and storage - all at the same time - for a fast, simple and portable computing environment.

LaCie Little Big Disk can deliver multiple streams of HD video and offload hours of content in minutes without compromising bandwidth and performance. With the LaCie Little Big Disk, speeds that previously were only available from rack mounted storage arrays are now possible with a portable computer - including Apple's MacBook Pro, the first notebook to feature Thunderbolt I/O technology. Users will be able to edit on-set



PRESS INQUIRIES:

LaCie
Ward Bauwens
Telefoon: 0900 - 2252243
E-mail: wbauwens@lacie.com
www.lacie.com

Progress Communications
Inger Hund
Telefoon: +31 (0)20 - 363 11 52
E-mail:
inger@progresscommunications.nl
www.persberichtonline.nl



FOR IMMEDIATE RELEASE
February 25, 2011

during a day of filming, and then transfer all of the assets for the edit suite within seconds. LaCie Little Big Disk can even be daisy chained for storage expansion or connecting other peripherals.

AVAILABILITY

The LaCie Little Big Disk will be the first in a range of storage and peripherals solutions from LaCie that represent Thunderbolt Technology. The Little Big Disk will be available by summer 2011 from LaCie Online Store (www.lacie.com), the Apple Store (www.apple.com) and authorized resellers. For more information please visit www.lacie.com.

ABOUT LACIE

With operations in the Americas, Europe and Asia, LaCie is the leading manufacturer of storage devices for PC, Apple, and Linux. LaCie has differentiated itself through sleek design and remarkable technical performance. Find out more about our products at www.lacie.com <<http://www.lacie.com>>.

###