



NEWS RELEASE

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Moser Baer launches content loaded Micro SD cards

New Delhi, January 18, 2010: Moser Baer, the global technology company, has launched content-loaded Micro SD cards for use on mobile devices. The cards come pre-loaded with films and music and offer anytime, anywhere entertainment to customers. The entertainment arm of Moser Baer owns more than 10,000 Indian films, providing an extensive library for deployment of the preloaded content.

Commenting on the launch of the Micro SD cards, Vijay Malhi, Senior Vice President, Moser Baer India, said: "We have already launched several value-added products and the content-loaded cards for mobile devices add a new dimension to our growing product portfolio. High quality film and music experience is what consumers desire and the content-loaded Micro SD cards provides that environment. These pre-loaded cards give convenient access to audio-visual content irrespective of time or location and without having to wait for downloading."

The current offering of content loaded micro SD cards will be extended to include the Secure Digital (SD) and Secure Digital High Capacity (SDHC) cards, further enhancing the consumer multi-media experience.

The content-loaded Micro SD cards are attractively priced and available at all leading retail outlets on pan-India basis.

The company reinforced its commitment to data storage in 2009 by setting up an state of the art facility for solid state media manufacturing in Noida, a part of the extended National Capital Region.

**About Moser Baer**

Moser Baer, headquartered in New Delhi, is a leading global technology company. Established in 1983, the company successfully developed cutting edge technologies to become the world's second largest manufacturer of Optical Storage media like CDs and DVDs. The company also emerged as a leading edge player in next-generation of storage formats, especially Blu-ray Discs. It is also manufacturing solid state devices making it the first company in India to offer a comprehensive portfolio of storage solutions. Apart from storage media manufacturing, Moser Baer also has a solar energy manufacturing business. In recent years the company has entered the exciting areas of home entertainment and consumer products.

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