



Formerly the OEM Division of
SimpleTech

STEC, Inc Frequently Asked Questions

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1.1: Why has SimpleTech become STEC?

For nearly two decades, SimpleTech has provided advanced OEM and Commercial memory and storage solutions. Set apart from the competition by a dedication to the very best quality, reliability, performance, and capacity throughout all of our services, SimpleTech established itself as a premier memory and storage engineering and manufacturing company. But as the OEM and Commercial markets continue to shift further apart in terms of applications and expectations, it has become imperative to emphasize the differences between the two businesses.

Therefore, SimpleTech will become STEC (pronounced "S-T-E-C"), an advanced OEM engineering and manufacturing company.

In conjunction with this announcement, STEC has divested of its Consumer operations. The sale of our consumer division serves to better demonstrate our complete dedication to the complex demands of OEM customers, and clarifies for customers where to go to find the solution that meets their unique needs.

1.2: What does this change entail?

As SimpleTech, our advanced services and solutions garnered global acclaim and permanently established us as the leading global OEM memory and storage manufacturer for high-demand customers and applications. As STEC, we will continue to offer the exact same level of quality, reliability, and engineering and manufacturing flexibility.



The unparalleled level of service we have offered our customers over the years will not change, nor will our highly efficient design and manufacturing architecture.

STEC will focus exclusively on advanced OEM applications, continuing our proud tradition of providing memory and storage solutions of the finest grade and reliability through the industry's most flexible and efficient development and manufacturing infrastructure.

1.3: What will happen to SimpleTech's Commercial division?

What was formerly SimpleTech's Commercial Division has been sold to a privately-held company focused on the consumer markets. That division will retain the SimpleTech name, and all former Consumer operations will be operated by the acquirer.

1.4: What does this change mean for customers?

Focusing our services on our OEM business translates into a tremendous gain for our customers. Through the sale of the Consumer Division, STEC has strengthened its balance sheet having added significantly to its investment capital. This capital will further enable the considerable expansion of our manufacturing capacity and significant growth of our research and development efforts that are already underway. Ultimately, this strategic move will vastly improve our ability to offer the highest performance and reliability memory solutions with enhanced customer support. In every fundamental sense, our business and company will exist exactly as before, the people, better service, more focus.

1.5: What does this change mean for investors?

Narrowing our focus to the OEM sector benefits our investors. An ever-growing OEM market and surging STEC OEM business prompted the separation of our Consumer and OEM divisions, and for investors, this essentially allows for targeted investment in highest-value added business. As a legal entity, however, STEC remains unchanged despite its new transformation. I

1.6: Will this change affect any on-going operations?

All operations will continue as before, so there will be no disruption to customer delivery and support.

1.7: Will the email addresses of SimpleTech employees change?

The email convention will be modified to reflect the new name. All email addresses will use the "@stec-inc.com" convention, as follows:

jdoe@simpletech.com becomes jdoe@stec-inc.com (the original @simpletech.com will function on an interim basis)



1.8: Will the phone numbers of SimpleTech employees change?

Phone numbers will remain the same.

1.9: Will legal documents change?

No changes to existing legal agreements. STEC will provide a simple letter amendment reflecting the name change and send it to all customers. This will cover all the applicable contracts.

2.0: Will distribution channels change?

Distribution channels for our OEM business will remain exactly as they were under the SimpleTech name; our focused and support will be only for OEM and Industrial channels. We will no longer be focusing on the Consumer markets.

2.1: Will STEC products change in any way?

Part numbers: No change

Labels: New logo will be phased in

2.2: Will there be a new website reflecting this name and focus?

STEC will have its own dedicated website, focusing exclusively on the OEM business. The url is as follows: www.STEC-Inc.com.

The consumer business will retain the www.simpletech.com url.