

Verbatim introduces the latest in stylish sophistication for USB flash drives – the Metal Executive



Charlotte, NC, January 12, 2015 – Verbatim, the global leader in data storage technology including portable hard drives, USB flash drives, CDs, Blu-ray discs and memory cards, announces the latest addition to our line of USB Flash Drives – The Metal Executive.



The Metal Executive will be available in both silver and gold finishes.

“Our new Metal Executive USB Drive is at the intersection of style and functionality,” said Mark Rogers, Verbatim Product Manager Flash Memory Products. “It’s the ultimate storage solution for business and IT professionals or others who prefer the premium look and more substantial feel that metal brings to the user experience.”

Designed for our most discerning customers, the Metal Executive is the ultimate in sleek sophistication. The drive features a seamless, high-quality metal enclosure, fully encapsulated Chip on Board (COB) technology for water resistance and enhanced reliability. A lanyard is also included for added convenience. Available in 16GB, 32GB and 64GB capacities, the Metal Executive USB Drive will be available April 2015.

About Verbatim

Verbatim’s businesses in the Americas, Europe/Middle East/Africa and Asia Pacific regions are wholly owned subsidiaries of Tokyo-based Mitsubishi Kagaku Media Co., Ltd. MKM’s parent company, Mitsubishi Chemical Corporation (MCC), is one of Japan’s largest chemical companies. Verbatim develops and markets innovative, high-quality products for storing, moving and using digital content. Known for its leadership in the optical and flash storage and related accessories markets, the company provides reliable, unique technologies and products that are highly sought after and broadly distributed worldwide. For more information, contact Verbatim Americas, LLC, 1200 West W.T. Harris Boulevard, Charlotte, NC 28262. In Europe, Verbatim Ltd., Prestige House, 23-26 High Street, Egham, Surrey, TW20 9DU, UK, (+44) 1784 439 781. In Japan, Mitsubishi Kagaku Media Co., Ltd., 4-1-23, Shiba, Minato-ku, Tokyo 108-8415, Japan (+81) 3-5454-3972. Or visit the web site at www.verbatim.com.

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