

KINGSTON TECHNOLOGY



“Business is
not about money,
it is about
relationships.”

— *David Sun*



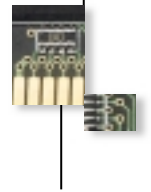
"Other companies
can make and sell memory.

The Kingston
advantage is our people."

— John Tu



ABOUT KINGSTON TECHNOLOGY



OUR BUSINESS

Founded in 1987, Kingston Technology Company, Inc. is the world's largest independent manufacturer of memory products. At the close of 2000, Kingston® had sales in excess of \$1.6 billion. Worldwide, the company presently employs more than 2,000 people and has three key operation centers, five manufacturing sites on three continents and six international sales and marketing facilities.

Kingston is securely positioned in the memory marketplace with strategic business divisions offering Kingston branded memory products, digital media memory products, industry standard ValueRAM™ products and contract manufacturing services for semiconductor companies and system manufacturers. With a distribution system that spans the globe in 60 countries, Kingston has the capacity to ship over 2 million modules per month under the Kingston brand name and privately labeled OEM brands.



KINGSTON FOUNDERS JOHN TU AND DAVID SUN

OUR PHILOSOPHY

Kingston possesses both the skill and equipment required to produce the best memory products that consistently meet or exceed the highest standards in the industry.

Kingston is a company rich in traditional beliefs, equipped with modern resources and most importantly, the people who can lead it successfully through the new Millennium.

A privately held company, Kingston is regarded as one of the "Best Companies to Work for in America," by Fortune Magazine.

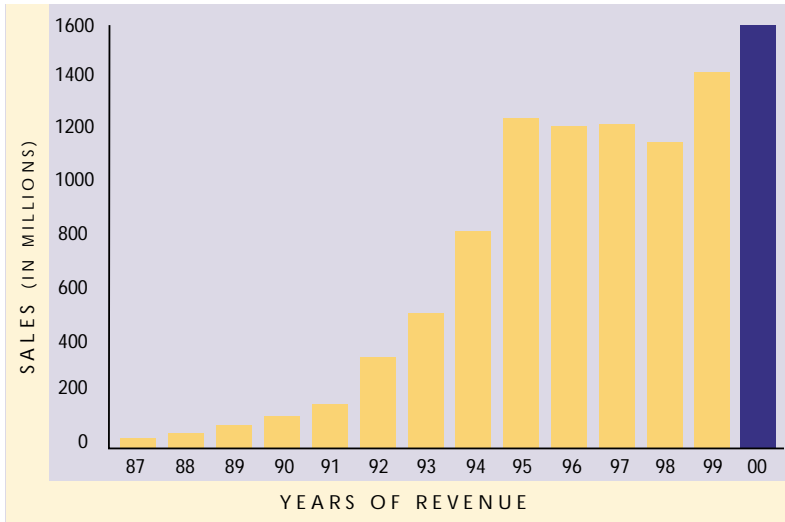
The philosophy of the company founders, John Tu and David Sun, has been deeply ingrained into the corporate culture. At Kingston, it is the people that make the difference.

From the proliferation of personal computers to the explosion of the Internet and the coming wave of digital appliances, Kingston Technology Company is ready to meet the demand for memory products. A key ingredient of Kingston's formula for success is the ability to take the pulse of the industry minute by minute. This gives Kingston the flexibility to satisfy the needs of a constantly changing marketplace.



KINGSTON'S BEGINNINGS

PIONEERING AN ALTERNATIVE SOLUTION



In 1987, the computer market was experiencing a tremendous shortage of DRAM chips necessary to build and operate personal computers. Kingston founders John Tu and David Sun recognized this problem as an opportunity. Their answer to the shortage: use a different memory chip, one more readily available, and design a different — yet compatible — memory

module. Kingston's ingenuity did not stop there. A second stroke of brilliance was Kingston's pioneering efforts in "limited" or "no" inventory for its customers. By turning orders quickly, Kingston significantly reduced its customers' risk of carrying unwanted products. With the introduction of these innovations in technology and logistics, Kingston was positioned for success.

FUELING AN INDUSTRY

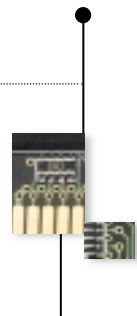
From its humble beginning in Orange County, California, as the maker of a single SIMM, Kingston evolved into the world's leading independent manufacturer of memory products.

From this single-solution module an industry grew to provide alternatives to proprietary system memory that was frequently in short supply. John Tu and David Sun's idea of making quality memory specifically designed for popular systems gave customers more choices when upgrading their computers, printers and electronic devices.

QUALITY LEADS TO SUCCESS



From the manufacture of the first Kingston SIMM to today's high-volume production, every memory module is 100 percent tested to ensure compatibility and reliability. Committed to quality, Kingston U.S. has been ISO 9001 certified since 1994. Production facilities in Ireland, Malaysia and Taiwan are all ISO 9002 certified.



JOHN TU AND DAVID SUN ENCOURAGE SUCCESS

Kingston's founders, John Tu and David Sun, are known for their strong, supportive management style that has made Kingston famous in corporate circles, worldwide. The founders have instilled their personal value system of integrity and trust into the Kingston



family of employees, partners, suppliers and, ultimately, the customers. Business at Kingston has often been done on little more than a handshake.

Working in low-profile cubicles, shoulder-to-shoulder with employees, John and David promote an environment of accessibility. Employees at all levels make themselves available to each other, to vendors and to

customers. Everybody works toward the same goal: making the best products and providing the best service. As Kingston grows, the company tradition continues with the next generation of individuals who bring a rich diversity of culture, skill and attitude that is bolstered by John and David's example to create a strong management team of capable, dedicated leaders.

A CORPORATE CULTURE WITH FAMILY VALUES

Kingston enjoys a reputation as one of the best companies to work for in the United States. Its tenets of respect, loyalty, adaptability, integrity, investment in people, and having fun in a company of friends, create an admirable corporate culture that sets Kingston apart from most industries. Each individual employee is a vital part of the Kingston family.

GLOBAL PRESENCE

MEETING THE GLOBAL DEMAND FOR MEMORY

Success in the American market has given Kingston the confidence to go global. Kingston has expanded its operations and today has distribution in more than 60 countries.



KINGSTON U.S. HEADQUARTERS — FOUNTAIN VALLEY, CALIFORNIA

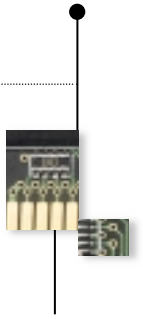
KINGSTON KEY LOCATIONS

THREE MAIN LOCATIONS CURRENTLY SUPPORT KINGSTON'S WORLDWIDE OPERATIONS:

THE AMERICAS — Fountain Valley, California, USA, established in 1987, is Kingston's world headquarters and provides direct sales and product support for North and South America.



KINGSTON U.S. MANUFACTURING FACILITY — FOUNTAIN VALLEY, CALIFORNIA



KINGSTON EUROPEAN HEADQUARTERS — SUNBURY-ON-THAMES, LONDON, ESTABLISHED 1996

KINGSTON EUROPE — As European customer needs grew, Kingston established a second headquarters. The Sunbury-on-Thames, London, United Kingdom location was founded in 1996 to provide products and services to Europe and the Middle



KINGSTON SALES & MARKETING OFFICE — MUNICH, GERMANY, ESTABLISHED 1994

East. Satellite offices in France and Germany provide localized sales support and service.

KINGSTON FAR EAST — Turning its attention to the growing demand for memory products in Asia, Kingston Far East was started in Hsin-Chu, Taiwan in 1997 to meet the needs of customers in the Far East and Pacific Rim.

KINGSTON DOWN UNDER — Offices in Australia have been established to support this rapidly expanding market.

KINGSTON OPERATIONS

Kingston markets over 2,000 memory products supporting

more than 9,000 systems. Five production facilities support Kingston's global manufacturing efforts. Each facility utilizes state-of-the-art manufacturing and test equipment to ensure quality control. Sophisticated real-time information systems track global logistics for customer orders and component inventories, supporting just-in-time shipping, worldwide.

Our new 50,000 sq. ft. facility in China demonstrates our ability to invest in the future and fulfill the needs of the growing Chinese IT market.



KINGSTON TECHNOLOGY FAR EAST
ESTABLISHED MANUFACTURING IN TAIWAN IN 1997.
PHOTO DEPICTS THE NEW FACILITY IN HSIN-CHU BUSINESS PARK
OPENED NOVEMBER 2000.



KINGSTON IRELAND OFFICE — DUBLIN, IRELAND,
ESTABLISHED 1997

CORE COMPETENCIES

Kingston's strength stems from a combination of engineering expertise, manufacturing prowess and a keen focus on quality assurance.



ONE OF THE SURFACE MOUNT TECHNOLOGY (SMT) LINES BUILDING SERVER MEMORY MODULES AT KINGSTON.

ENGINEERING

Kingston is dedicated to recruiting highly qualified engineering talent. Our team of engineers has been awarded numerous patents for their innovative designs supporting all areas of memory technology. Dedicated to quality, Kingston participates in industry standards committees, such as JEDEC, and has certification labs for component and module validation endorsed by Intel and leading computer manufacturers.

MANUFACTURING

Kingston operates on a 'Just-in-Time' model — manufacturing products to order, minimizing the risk of stagnant inventory. This strategy is key in a volatile market. Kingston has more than 25 state-of-the-art Surface Mount Technology (SMT) lines that build more than two million customized modules each month for servers, desktops, notebooks, workstations, printers, personal digital assistants (PDAs), graphic cards and digital cameras. Kingston is strategically positioned to support production of new memory technologies as they emerge.



CUTTING-EDGE AGILENT 83000 TESTERS CERTIFY KINGSTON MEMORY MODULES.



ADVANTEST EQUIPMENT
COMPRISES PART OF
KINGSTON'S STATE-OF-THE-ART
TESTING FACILITY.

QUALITY ASSURANCE

Kingston employs the latest test equipment and software developments to ensure reliability during every phase of production. Kingston has Agilent 83000 High-Speed Testers, Advantest T5581H Testing Units and proprietary software to test and produce the best quality memory.

Customized testing services include advanced memory design qualification, design verification, signal quality analysis, timing analysis, and functional application testing, which verify system functionality and module compatibility. Reliability testing methods include thermal and mechanical stress testing.

A close relationship has developed with Intel® and Rambus® in the realization and validation of Rambus' RIMM memory modules, PC133 and future memory technology (DDR or ADT) for Intel platforms. One of the few independent sources for validation services for all DRAM components, Kingston established Advanced Validation Labs™ (AVL) as an independent one-stop validation lab. It is the only independent source for validation services for DRAM components through memory modules. Kingston continues to partner with AVL to provide custom testing services for semiconductor manufacturers and PC OEMs.



KINGSTON PRODUCTS

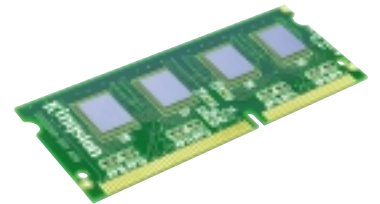
PROPRIETARY MEMORY

Kingston started its memory business building system-specific modules. Kingston memory has always been tested for every system it supports. This practice of quality and compatibility assurance has instilled customer confidence in choosing the Kingston brand. For customers requiring legacy memory no longer available from original system makers, Kingston is often the only source.



KINGSTON'S RAMBUS
RIMM MODULE
CERTIFICATION
LAB IN ACTION.

Kingston Technology offers a breadth of products and services to satisfy current and next generation memory product demands. Ever responsive to market dynamics, the company is flexible enough to “turn on a dime,” prepared to accommodate the changing needs of the memory market landscape.



KINGSTON BUILDS MEMORY MODULES ON FORM FACTORS INCLUDING:
SIMM, DIMM, SO-DIMM, PC CARD, COMPACTFLASH, SSFDC, RAMBUS RIMM,
SO-RIMM, CONTINUITY RIMM AND CUSTOM DESIGNS.

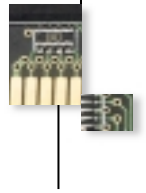
GENERIC MEMORY — VALUERAM BY KINGSTON

Kingston developed the ValueRAM™ memory product line of high-quality industry standard memory products, specifically designed to meet the needs of integrators and retail consumers looking for the best cost/value solution.



Kingston
TECHNOLOGY
MADE IN U.S.A.

SUPPLY CHAIN INNOVATION



CHANGING HOW THE MEMORY INDUSTRY DOES BUSINESS

In a market where the only constant is change, success requires a strategy that is flexible, with the ability to shift and change direction to meet market demand.

IMPROVING SUPPLY CHAIN MANAGEMENT

A recent innovation from Kingston is Payton Technology, a new company formed to dramatically reduce the cycle time from silicon wafer to finished integrated circuit (IC) by as much as four to six weeks. Through Payton, Kingston offers OEM partners a new way to speed time to market while significantly reducing costs. Part of a new supply-chain-management model, Payton evolved as the result of a strategic partnership formed between Toshiba® and Kingston.

Designed to build greater efficiency and enhance customer satisfaction into Toshiba's DRAM distribution, the Payton model pushes the memory manufacturing process further upstream, while improving market logistics.

PAYTON
TECHNOLOGY'S
CLEAN ROOM
FACILITY.

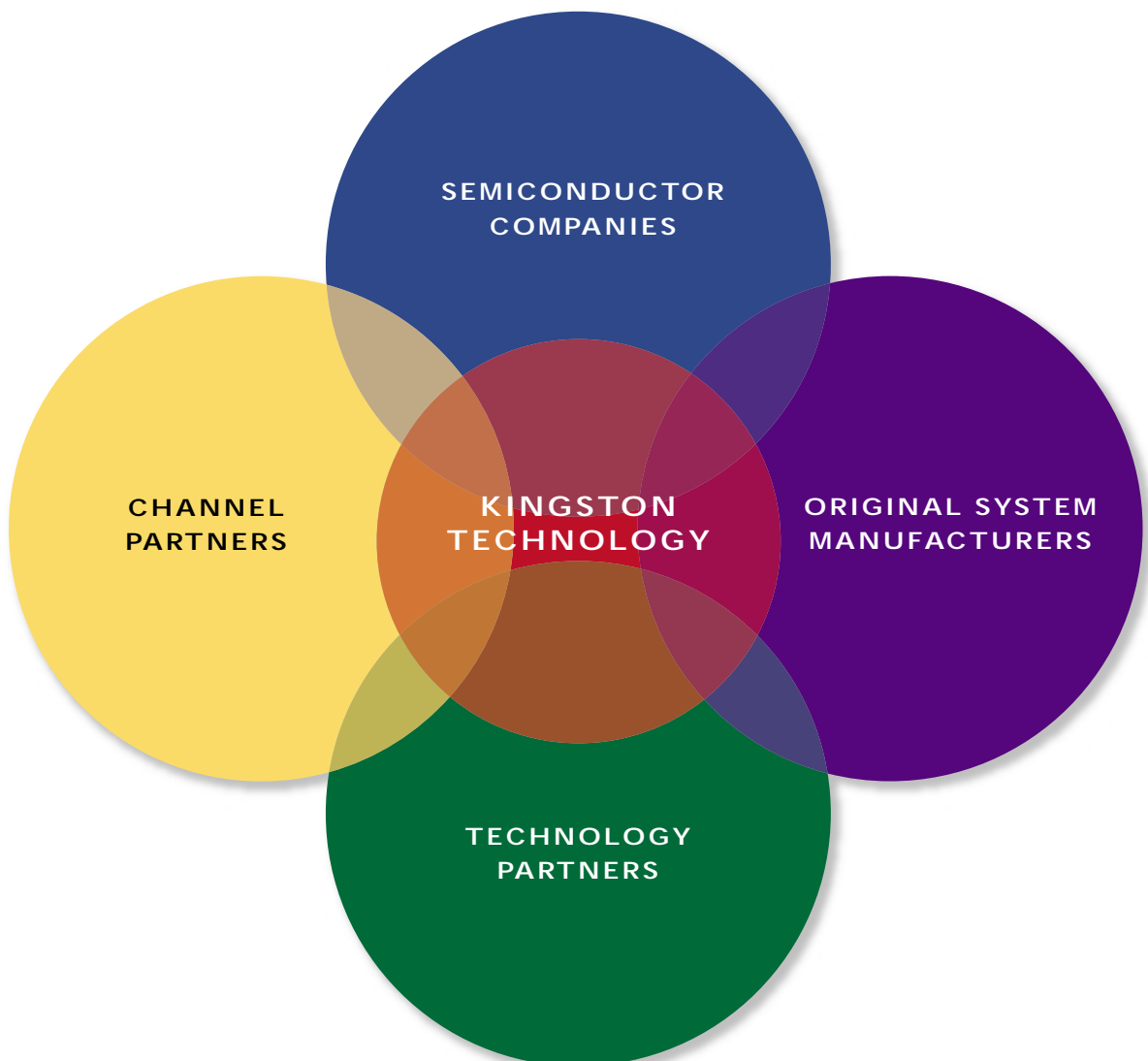


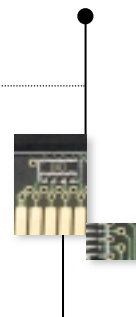
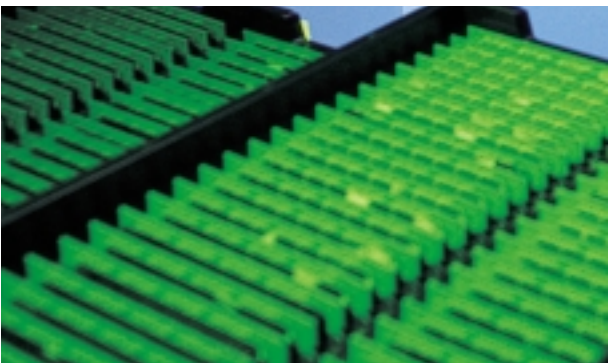
RELATIONSHIPS

Kingston enjoys a unique position in the memory market since it has key relationships with the top-tier semiconductor manufacturers, original system makers and distribution (channel) partners.

Kingston frequently buys raw materials from a DRAM source, builds the memory modules and sells the finished memory products back to the original chip manufacturer.

Working with other industry giants provides Kingston with the edge necessary to lead the market.





SEMICONDUCTOR COMPANIES

From day one, Kingston established strong relationships with the world's premier DRAM component manufacturers.

As both a prime customer for basic memory components and a resource providing finished memory modules back to the DRAM companies, Kingston is one of the largest consumers of DRAM in the world.

Because of its special relationships with DRAM makers, Kingston has access to the newest in memory technologies. This enables Kingston to release new products first to market and maintain consistent pricing and availability.

ORIGINAL SYSTEM MANUFACTURERS

Kingston has a well-deserved reputation among OEM memory consumers for building dependable memory modules which consistently meet OEM demands and adhere to the highest levels of quality control.



Many tier-one systems manufacturers employ Kingston's manufacturing prowess to provide them with memory to power their computer products. The relationship with top system makers is an endorsement of Kingston as the independent memory maker trusted to provide both base system memory and upgrade modules.

CHANNEL PARTNERS

As Kingston has grown into a billion-dollar company, it has remained loyal to the channel of distributors and resellers that have helped Kingston succeed. Today, Kingston memory, as well as its peripheral offerings of networking products, processor upgrades, hard drive upgrades and storage enclosures, is available through an established worldwide network of distribution partners and resellers.

TECHNOLOGY PARTNERS

Since its beginning, Kingston has worked to create and maintain quality relationships with the world's key technology innovators — companies responsible for advancing computing technology from system boards to microprocessors to operating systems and beyond.

STRATEGIC ALLIANCES

INTEL

“Kingston’s strong commitment to the new Rambus memory architecture and its early involvement in the technology development process will help ensure that there will be ample capacity to manufacture, test, and deliver Rambus modules to customers worldwide.”

— **PETER MACWILLIAMS**, Director of Platform Architecture and Intel Fellow.

“The introduction of the Intel 820 Chipset and new RDRAM memory subsystem set the standard for performance computing. Kingston has been a significant contributor in bringing the new RDRAM memory subsystem to market, and Intel is pleased that they have a full line of RIMM products ready for shipment in support of the Intel 820 Chipset production ramp.”

— **PATRICK GELSINGER**, Vice President and General Manager, Desktop Products Group, Intel Corporation.

MICROSOFT

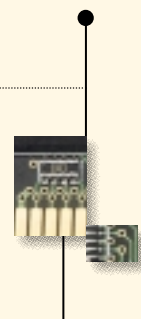
“Kingston is enabling Windows® 2000 customers to increase their computing power and performance. The three factors that contribute most to the performance of a PC are the operating system, CPU, and memory.”

— **DEBORAH WILLINGHAM**, Vice President, Windows Marketing, Microsoft® Corporation.

TOSHIBA

“Toshiba and Kingston are worldwide partners in the DRAM business. Kingston has been building high-quality memory modules successfully for Toshiba for over ten years.”

— **BOB BROWN**, President and COO, Toshiba America Electronic Components, Inc.



S A M S U N G

“Samsung® and Kingston have been partners since Kingston’s inception in 1987. Together, we have been through many generations of DRAM; from 1MB to 256MB. Kingston’s dedication to quality product has made them one of our top five customers for the past ten years.”

— **Y.B. RHA**, Executive Vice President and General Manager, Samsung Electronics Corporation, Seoul, Korea.

R A M B U S

“We are confident that Kingston’s cost reduction programs will result in the reliable and efficient lost-cost production and testing of RIMM modules. Both the industry and Kingston’s extensive global distribution channels stand to benefit from these programs.”

— **AVO KANADJIAN**, Vice President of Worldwide Marketing, Rambus Inc.

“Kingston has been very supportive of Rambus technology from early development to testing with the establishment of Rambus Validation Labs in the U.S. and Taiwan. Kingston and its labs have provided many of the necessary validated RDRAM devices and RIMM and Continuity RIMM modules to PC OEMs in preparation of the Rambus PC launch.”

— **GEOFF TATE**, President and CEO, Rambus Inc.

WITH AN EYE ON THE FUTURE...

From humble origins to the role of meeting the global demand for memory, the dream that started Kingston in 1987 is still coming true. Our strength is maintaining the original values that our customers have come to trust.

The momentum that propels Kingston into the future is powered by our people and our products. With the synergy of our talent and technology, everything is possible.

KINGSTON IS...COMPUTING WITHOUT LIMITS.

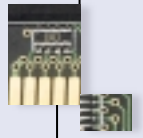
HEADQUARTERS

- Fountain Valley, California, USA
- Sunbury-on-Thames, London, UK

MANUFACTURING

- USA
- Taiwan
- Ireland
- Malaysia
- China

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NE, OH, OK, SD, TX, WI,

Eastern Region (888) 435-5430
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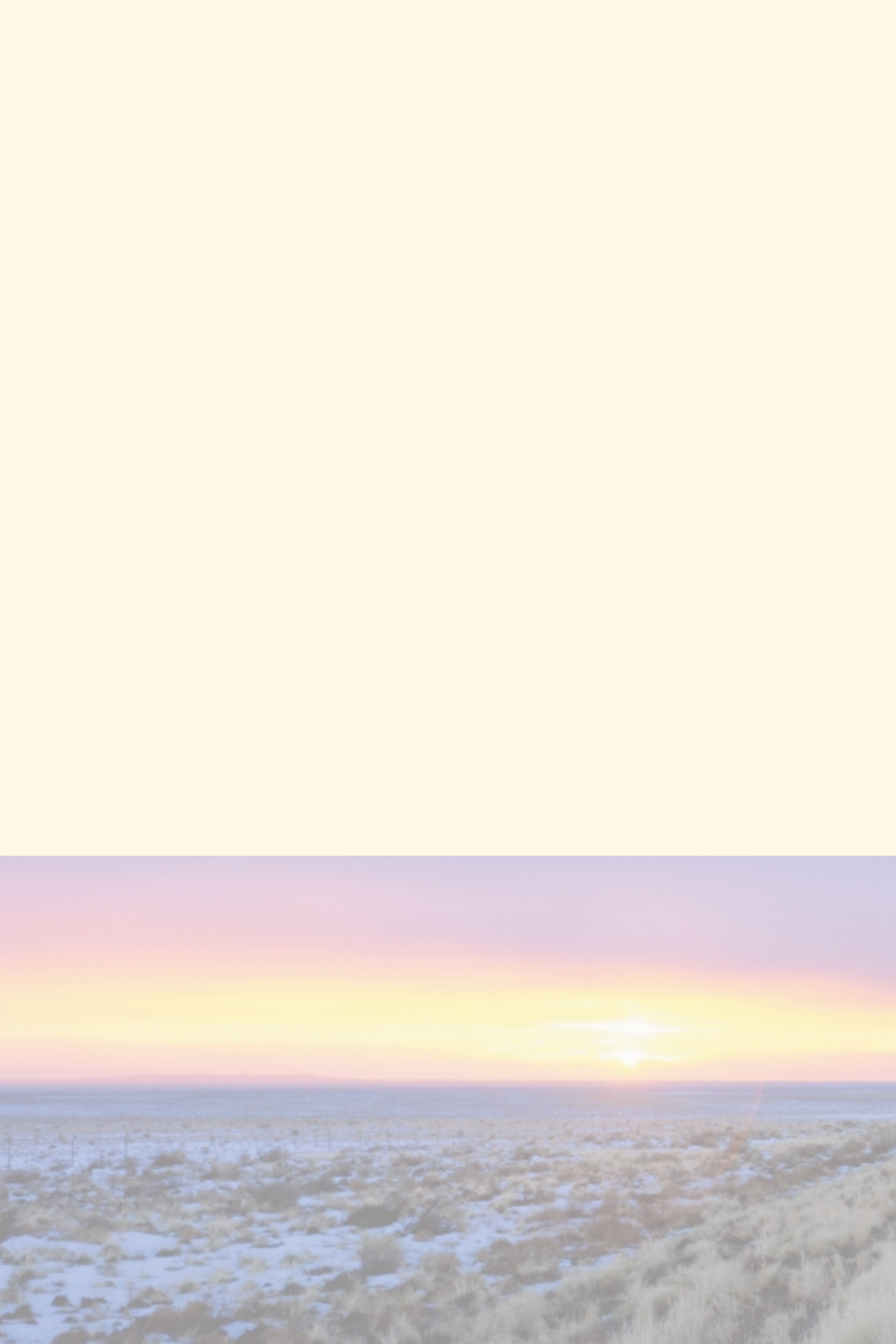
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