



PRESS RELEASE
Paris - January 7, 2010

Recognized innovation strategy

Backed by OSEO innovation, Dane-Elec Memory is awarded the label of Innovative Company

DANE-ELEC Memory, manufacturer and distributor of digital products (Dram memory chips and storage and hand-held products) is pleased to announce that it has obtained the label of Innovative Company (*Entreprise Innovante*) from France's National Agency for Industrial Innovation, OSEO innovation, for a period of 3 years. This label enables French innovation-focused investment funds (FCPI) to become a shareholder in Dane-Elec Memory and, in doing so, to register their stake as part of their mandatory investment quota in innovative companies*.

Already granted a € 30,000 advance by the state-backed institution to finance its R&D projects in October 2009, this award from OSEO innovation comes in support and recognition of the profound changes in Dane-Elec Memory's economic model in recent years. Initially a distributor of digital products, the group has implemented an innovation policy aimed at developing products with a higher value-added since the end of 2006. Today, it has an R&D unit which employs 10 people in France, Israel and China.

This innovation policy has already seen the group develop and market its digital pen, *Zpen* (2007), and web-based data storage offer, *NoLimitMemory* (2008).

Launch of CES Innovations Award winner: myDitto

Dane-Elec Memory will be unveiling its new offer, *myDitto*, at the Las Vegas Consumer Electronics Show. The new cloud-storage solution provides users with a secure, configuration-free means of accessing their data on an external hard drive installed at their home or office wherever they are.

Thanks to *myDitto*, Dane-Elec Memory will be able to step up its B2B marketing drive with a particular focus on telecom operators.

Yet to be released, *myDitto* has been named one of this year's *CES Innovations Award* winners.

For more information, go to www.my-ditto.com.

(*) as set out in Article 102 of the 1997 Finance Act, Decree No. 97.237 of March 14, 1997 and Article 78 of the 2002 Finance Act.

Next publication: 2009 revenues on Tuesday 26 January after the close of trading.

About DANE-ELEC Memory

Founded in France in 1985 by David Haccoun and Nessim Bodokh, Dane-Elec Memory is an international company headquartered near Paris. The company specializes in the manufacture and distribution of digital products: Dram memories and storage and hand-held products.

Since it was founded, the group has seen steady growth and is a European leader in its sector. As a global player, Dane-Elec Memory operates in Europe, the United States, Asia, and the Middle East. The group has a manufacturing and assembly plant in Ireland, three assembly units in the United States, Ireland and France, and two packaging logistics platforms in the United States and France, making it extremely responsive to demand.

Dane-Elec Memory also has a hand-held product distribution subsidiary, Intervalle, in France.

In 2008, Dane-Elec Memory generated revenues of € 162 million.

Dane-Elec Memory is listed on Euronext Paris, Segment C.
ISIN: FR000036774, Mnémo: DAN, REUTERS: DEMY.

All our financial information at www.dane-elec.fr or www.actus-finance.com

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