

## Hitachi GST completes acquisition of Fabrik, Inc.

Contributed by NCN News Network  
Tuesday, 07 April 2009

Hitachi Global Storage Technologies announced that it has completed the acquisition of privately held Fabrik, Inc. Fabrik's business will form the core of Hitachi GST's new Branded Business division. Fabrik's leading storage brands include G-Technology, offering premium external storage solutions for the Apple Mac, content creation and professional audio/video markets; and SimpleTech, an innovative leader in PC-based external storage and backup solutions.

Mike Cordano, Fabrik CEO and co-founder, joins Hitachi GST as executive vice president of Sales and Marketing and president, Branded Business. He will lead the Hitachi GST external storage business, as well as the company's worldwide sales and marketing organizations. Cordano is a 20-year data storage industry veteran and previously served as executive vice president of Worldwide Sales and Marketing at Maxtor Corporation.

Hitachi GST will fully support the G-Technology and SimpleTech product lines, building upon their success and differentiation in the market. Both brands have clearly differentiated offerings that complement and strengthen the existing Hitachi GST hard drive portfolio.

"Completing the Fabrik acquisition strategically expands our market presence and represents the next phase of our business transformation," said Steve Milligan, president of Hitachi GST. "We are also pleased to welcome Mike Cordano and the Fabrik team to Hitachi GST. Mike's entrepreneurial approach, proven leadership and storage industry expertise will deliver superior value to our customers worldwide."