



Proximity Data, Inc. and Circuit Assembly announce collaborative development agreement of Serial ATA interconnect solutions

LONGMONT, Colo., March 4th, 2004 – Proximity Data, Inc., a technology company exclusively focused on the development and marketing of products that enable market proliferation of Serial ATA technology, and Circuit Assembly, designer and manufacturer of quality interconnect solutions, have entered into a agreement to develop and jointly market innovative Serial ATA interconnect products. “Circuit Assembly is pleased to expand our breadth of SATA products to include a unitized SATA cable assembly using the Proximity Data’s “Slim Blade PlaneTM” design concept. This innovative “midplane” design, provides SATA system designers a hot swappable, high performance, cable and connector system that eliminates the need for an expensive backplane design” said Mark Page, Director of Sales and Marketing at Circuit Assembly.

“The Proximity Data and Circuit Assembly partnership will enable an extremely timely response to the emerging needs of Serial ATA implementers, offering diverse customers very advanced and highly economical interconnect concepts. The combination of Proximity Data’s leading engineering design expertise and Circuit Assembly’s product development expertise, customized production capabilities, and established market position will benefit a wide range of clients seeking versatile, Serial ATA interconnect solutions for desktop and enterprise platforms alike” stated Zbigniew Sobolewski, Founder, CEO and President of Proximity Data, Inc.

For information regarding Proximity Data’s Serial ATA (SATA) product line, and enabling software, please contact info@proximitydata.com, call (303) 772-1428, or check the website <http://www.proximitydata.com>.

For information about Circuit Assembly quality interconnect solutions, including its extensive line of SATA products: receptacles, plugs and cable assemblies (signal, power and unitized), call (949) 855-7887, or visit the website: <http://www.circuitassembly.com>.

About Proximity Data, Inc.

Proximity Data, Inc., founded in January 2003, is a privately held technology company specializing in the development and marketing of products enabling market proliferation of Serial ATA technology. Additionally, Proximity Data, Inc. provides engineering design services for companies predominantly involved in the data storage and computing industries. Proximity Data’s current technology partners include key corporate promoters of the SATA standards. Proximity Data, Inc. is a member of the Serial ATA 1.0 and Serial ATA II working groups (www.serialata.org).

Slim Blade Plane is a trademark of Proximity Data, Inc. and cannot be used without permission.

About Circuit Assembly

Headquartered in Irvine, California, Circuit Assembly has delivered a host of connectors and cable assemblies to the global marketplace since 1969. During the past thirty-five years, Circuit Assembly has established multiple manufacturing facilities worldwide and international distribution throughout the American, European, and Asian-Pacific markets. Circuit Assembly has built a solid reputation by achieving customer satisfaction through offering superior products, competitive pricing, and exceptional, personalized customer service.