

Bill Makley, writer • 561.706.9591

Client: Quantum Corporation

Project: College Recruitment Brochure/Revision 1

Outside Cover

Quantum Drives

Inside Spread #1

Drive Your Career into the Future

It's not a kilobyte world anymore. Even less and less a megabyte one.

Desktop video. Digital photography. Multimedia. Big applications. Big files. Big data streams. All on the move. Through the Internet. Through private networks. At unbridled speeds: T1, Fast Ethernet, FDDI, fiberoptics.

Digital data. The world's swamped in it. Gigabytes today. Terabytes tomorrow.

And where's the storage for this digitized world coming from? From Quantum.

Our people know more about packing data with fast I/O than just about anyone. That's why the likes of Apple, Compaq, DEC, Dell, H-P, and IBM come to us for the drives they put in their PCs. Chances are, if you're using one of their machines, you're using one of our drives.

We're the industry leader in data storage technologies and the world's largest supplier of hard disk drives. Our quality is renowned. Our market share is growing. Our sales are zooming.

Being the leader says a lot, because few industries on the planet are as competitive as ours. To stay the best, we invest. In R&D. In plant and equipment. In our people.

But we need more good people. Brilliant minds. Super-achievers. Entrepreneurs yet team players. People who thrive on challenge and change.

Shouldn't we be talking with you?

Spread #1/Sidebar #1

Quantum Quick Bits

- Founded in 1980
- Sales reaching over \$3 billion
- 7,000 employees worldwide (and growing)
- NASDAQ listing: QNTM
- On the Web: <http://www.quantum.com> (check us out!)

Spread #1/Sidebar #2

Worldwide locations

North America

Worldwide Headquarters: Milpitas, California

Sales Offices: California, Georgia, New Hampshire, Oregon, Texas

Service/Repair/Logistics: California

Manufacturing: California, Colorado, Massachusetts

Europe

Headquarters: Switzerland

Sales/Marketing: United Kingdom, Germany, France

Logistics: Ireland

Asia-Pacific

Headquarters: Singapore

Sales/Marketing: Australia, Hong Kong, Korea, Singapore, Taiwan

Service/Repair: Malaysia

Heads manufacturing: Indonesia

Japan

Headquarters: Tokyo

Quantum's manufacturing partner, Matsushita-Kotobuki Electronics Industries Ltd. (MKE) has plants in Japan, Ireland and Singapore.

Spread #1/Sidebar #3

Quantum: Exclusive Data Storage Sponsor of the Internet 1996 World Exposition

Quantum is proud to sponsor the Internet 1996 World Exposition by providing more than a terabyte of data storage for this historic event. The donation comprises 280 hard drives, each capable of storing four gigabytes of data. These drives will be distributed among computers in Washington, D.C., Boston, the Netherlands, Japan, Britain, Thailand, and other sites that are taking part in the exposition.

Inside Spread #2

Drive the Future at Quantum

A world without the wheel is hard to imagine. One without data storage is impossible to imagine. Both technologies have enabled much of what we take for granted today.

In fact, today's high-tech industry simply would not have occurred without the rapid progress of data storage. The same \$50 that bought you a megabyte of storage back when Quantum was founded in 1980 will buy you nearly 100 times that today.

How has Quantum led such dramatic gains in customer value? We attract the brightest engineers and the best marketing, sales, and support people in the world. We emphasize low-cost, high-performance designs. Our technology portfolio includes advanced developments in ASIC design, digital signal processing, and magneto-resistive heads.

But that's not all that keeps us competitive. We're always improving our time-to-volume capabilities with state-of-the-art global manufacturing facilities. When we introduce new products, they're world-ready for shipment to our OEM customers as well as through our retail subsidiary, La Cie Limited.

At Quantum, we see today's information explosion and proliferation of networks—especially the Internet—fueling a growing demand for our storage products. Multimedia applications of all kinds will add to that, too.

Full-motion, full-color desktop video, for example, generates about 30 megabytes of data *per second*. That's nearly a gigabyte for a 30-second television commercial.

Madison Avenue aside, we'll be seeing more and more compound documents with audio-video annotation. More multimedia in corporate training and education. More non-invasive diagnostic imaging in health care. The list goes on, but we're sure of this: The need for data storage is growing—fast.

Quantum is poised to fully capitalize on these emerging opportunities. Our industry leadership in unit volume and market share will provide the cash flows to let us continue funding investments in our R&D and marketing infrastructure, both keys to our future success.

So put on your shades, my friend, the future at Quantum is bright indeed.

Side Quotes

"Quantum maintains the strongest combination of financial health, high-quality products, and time-to-market performance among all of the major disk drive manufacturers. Quantum has been consistently gaining market share in the disk drive industry over the past several years, and we expect the same trend to continue..."

— Todd Bakar, senior technology analyst, Hambrecht & Quist, Inc. (paraphrased)

"What really sets Quantum apart is our willingness to pursue the unconventional, to take a different path. We have a history of doing things differently — of looking for better ways."

— Bill Miller, Quantum chairman and CEO

"Product managers are encouraged to treat their products as a business, take ownership for all results, and drive all necessary activities and decisions across the company to that end."

— Marlin Miller, Quantum product manager

Drive Your Career to Quantum

At Quantum, great people deserve great pay and benefits. To attract and keep the best, we offer a total compensation package that's above the rest. Come to Quantum, and you'll enjoy an excellent salary, plus:

- Health, dental & vision care
- Fitness Center
- Disability, life & accident protection
- Educational assistance
- Paid holidays
- Paid vacation & personal time off
- Profit sharing
- Stock purchase plan
- Employee savings & investment plan (401k)
- Disk drive purchase plan
- And more

Choose from choice locations

Serendipity has blessed Quantum with principal locations near Boston, Colorado Springs, Northern California, and elsewhere. So not only is Quantum a great place to work, but it offers you some great places to live.

Near Boston, you can enjoy the four seasons, being near the ocean, and the many cultural amenities that come with living in a major metropolitan area where some of the world's top universities are located.

If the great outdoors appeals to you, Colorado Springs will put you in the heart of it. The nearby Rocky Mountains will offer you a dramatic backdrop to your workaday world while providing weekend getaways for camping, fishing, mountain biking, and skiing.

With the company headquarters in Silicon Valley comes all the benefits of living in Northern California. You'll be near San Francisco, San Jose, and Oakland, all with culture and urban life known the world over. Not far either are the universities and towns of Santa Cruz, Stanford, Palo Alto, and Berkeley. Out your back door, too, you'll find the natural wonders of the coast, mountains, and bays.

Come join the Quantum team

Interested in finding out more? Then we're interested in finding out about you. Call us today at 1-800-XXX-XXXX. We'll be happy to give you directions where you can drive your career. To Quantum, of course.

Sidebar #1/p.6:

Check us out: Quantum's Summer Intern Program

Quantum offers meaningful work opportunities for students completing their Bachelors or Masters degrees. You won't be sharpening pencils or shuffling papers either. You'll be assigned to a project or product team and expected to get up to speed quickly, with expectations of making a significant contribution in short order. It's a great chance for us to get to know each other. Many of our employees started as interns.

Sidebar #2/p.6:

Quantum Values

- Customers: Come first
- Integrity: Never compromised
- Teamwork: Making the best of people better
- Excellence: Never be satisfied
- Capable People: Key to our success

Other possible quotes

"Quantum has an open environment with a team-oriented style. It certainly makes me feel like I have a stake here."

"It's the best of both worlds: I'm part of a successful organization, but I'm listened to as if I were an entrepreneur."

"There's nothing like being part of the winning team and Quantum just keeps winning."

"Storage technology is a critical factor in the growth of the computer industry. It's nice to be tackling issues that are so important."

Back cover

[Addresses of Quantum's locations — TO COME]

#