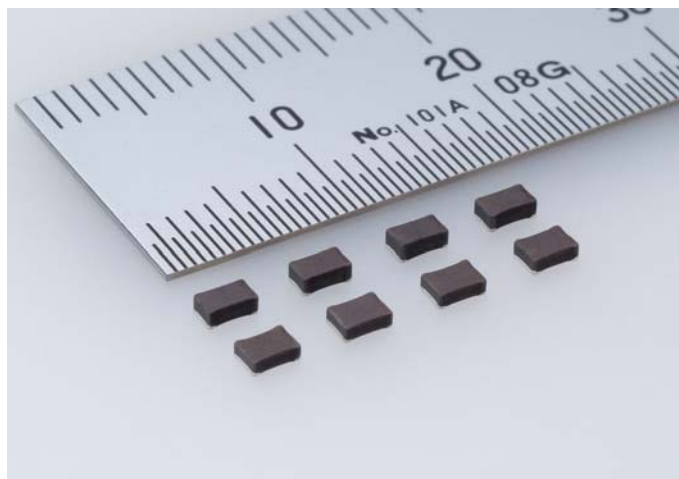


For immediate release

## Taiyo Yuden Introduces Two Additional Compact and Low Profile Power Inductors for Mobile Devices

*Maintaining Industry-Leading DC Bias Characteristics with an Approximate 17% Reduction in Size and Thickness*



TOKYO, January 19, 2010 — Taiyo Yuden Co., Ltd. today announced details of the commercial release of two significant new additions to its expanding lineup of power inductors. The new wire-wound power inductors BRL2515, measuring only 2.5 mm x 1.5 mm with a maximum height of 1.2 mm, and BRFL2518, measuring 2.5 mm x 1.8 mm with a maximum height of 1.0 mm, for DC-DC converter applications in cell phones, smartphones, DSCs, portable music players and related equipment are released in response to growing demand for more compact, thinner mobile devices.

While maintaining the industry-leading DC bias characteristics (a rated current of 900 mA based on DC saturation and inductance of 2.2 $\mu$ H) of the existing BRL2518, measuring 2.5 mm x 1.8 mm with a maximum height of 1.2 mm, the new BRL2515 (a rated current of 1000 mA) reduces the chip surface area by approximately 17%, while the BRFL2518 (a rated current of 850 mA) requires an approximate 17% lower profile. In this manner, Taiyo Yuden is contributing to the further reduction of mobile device shape and size.

Production will commence in January 2010 at an output pace of 10 million units per month. The price for samples is 20 yen per unit.

### Technology Background

In addition to providing a variety of functions including Internet access, video and movie viewing, music listening and high resolution photography, the market continues to call for more compact and thinner smartphones and other sophisticated cell phones. These needs contribute to a complementary growth in demand for smaller and slimmer DC-DC converter application power inductors that do not compromise the DC bias characteristics that are required to prevent loss of inductance even with high DC currents.

Taiyo Yuden has risen to this challenge. In employing a single-sided electrode structure, the Company has realized maximum design efficiency. Through the wire-wound power inductor BR series, which

offer excellent DC bias characteristics in a compact and low profile package, Taiyo Yuden has attracted wide acclaim. Further improving the core design and materials used in the BRL2518, the BRL2515 maintains DC bias characteristics in a smaller size, while the BRFL2518 offers a lower profile.

Looking ahead, Taiyo Yuden will continue to develop products that match market needs. In this regard, the Company is committed to realizing innovative new product development advances in wire-wound power inductors.

#### The BRL2515 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated current [mA] max	
			Saturation current	Temperature rise current
BRL2515T1R0M	1.0	0.070	1500	1350
BRL2515T1R5M	1.5	0.100	1200	1150
BRL2515T2R2M	2.2	0.135	1000	1000
BRL2515T3R3MD	3.3	0.215	800	750
BRL2515T4R7MD	4.7	0.265	650	700

#### The BRFL2518 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated current [mA] max	
			Saturation current	Temperature rise current
BRFL2518T1R0M	1.0	0.09	1200	1200
BRFL2518T1R5M	1.5	0.11	1100	1000
BRFL2518T2R2M	2.2	0.13	850	950
BRFL2518T3R3M	3.3	0.22	700	700
BRFL2518T4R7M	4.7	0.33	650	650