

Buffalo Inc.
Intel Corporation
Microsoft Co., Ltd.

**Buffalo, Intel and Microsoft Announce Cooperation on Wireless LAN IT
Deployment Support for Small Businesses**

**Supporting IT Deployment by Small and Medium-Sized Businesses Through a
Combination of Intel® Centrino™ Mobile Technology, Windows® Small Business
Server 2003, and Buffalo's AirStationPro WLAH-G54**

**Prize Campaign for Free Wireless LAN Sets Offered to Customers Purchasing
Windows Small Business Server 2003 — As Part of Wireless LAN IT Deployment
Support Policy**

Tokyo, Japan. —Jan. 28, 2004 — Buffalo Inc., Intel Corporation (Japan) and Microsoft Co., Ltd. have agreed to cooperate on supporting IT deployment by small and medium-sized businesses under the Nationwide IT Promotion Plan II, using wireless LAN technology to eliminate complicated security configuration and reduce system installation time and costs.

Many small and medium-sized companies are considering the introduction of wireless LAN systems to reduce network installation costs related to IT deployment. However, the deployment of current wireless LAN systems is hampered by the complicated array of security specifications including WEP, IEEE 802.1x, WPA-PSK (TKIP), and AES, and the need for expert knowledge to configure complex security settings.

To eliminate such impediments and promote wireless LAN-based IT system deployment by small and medium-sized businesses, Buffalo, Intel and Microsoft will cooperate on technical verification, marketing and partner training, related to the deployment of systems that combine PCs powered by Intel® Centrino™ Mobile Technology processors, Windows® Small Business Server 2003 operating system, and Buffalo AirStationPro WLAH-G54 wireless LAN access points embedding AOSS (AirStation OneTouch Secure System) technology, that enables simple, one-touch configuration of complex wireless LAN security settings.

The three companies will cooperate in mainly three areas, conducting joint marketing and promotion activities, and cooperating to boost mutual sales.

Supply of wireless LAN systems and administration tools for small businesses

Under the agreed cooperation, Buffalo will supply small and medium-sized businesses with its AirStationPro WLAH-G54 wireless access points embedding AOSS (AirStation OneTouch Secure

System) technology, that enables one-touch configuration of complex wireless LAN security settings, and easy construction of secure wireless LAN infrastructure. Buffalo will also offer its WL-ADT administration toolset for central operation of multiple access points and AOSS button remote control.

Joint testing and promotion of deployment of wireless LAN systems

The three companies shall undertake joint testing of systems combining PCs powered by Intel® Centrino™ Mobile Technology processors, Windows® Small Business Server 2003 and Buffalo AirStationPro WLAH-G54 wireless LAN access points embedding AOSS (AirStation OneTouch Secure System) technology, and WL-ADT administration toolset. Based on these test results, the three companies will promote the adoption of these wireless LAN systems and create the infrastructure for confident deployment by small and medium-sized businesses.

Supporting Wireless LAN-based IT system deployment under Nationwide IT Promotion Plan II

To stimulate the deployment of wireless LAN among small and medium-sized businesses, the three companies also announce the launch of a Wireless LAN Startup Campaign starting February 10 (Tue.), under which 200 customers purchasing Windows Small Business Server 2003 (package, license or OEM pre-installed) will be chosen by lottery to win a free set of one (1) AirStationPro WLAH-G54 wireless LAN access point, and two (2) WLI-CB-G54 wireless client card adapters.

Outline of Windows Small Business Server Wireless LAN Startup Campaign

Under this campaign, 200 customers chosen by lottery will win a free set of Buffalo AirStation access points and AirStation wireless client card adapters.

Qualification: A new purchase of Microsoft Windows Small Business Server 2003
Prizes: 200 prizes awarded by lottery, each prize consists of items below

- one (1) Buffalo AirStation access point
- two (2) Buffalo AirStation wireless client card adapters

Period: February 10, 2004 – June 30, 2004
How to qualify: Entries are accepted via Microsoft Windows SBS 2003 product page:
<http://www.microsoft.com/japan/sbs/>

Related Web sites:

- Intel Corporation (Japan) <http://www.intel.co.jp/>
- Buffalo Inc. <http://www.melcoinc.co.jp/>
- Microsoft <http://www.microsoft.com/japan/>