

Product Name & Category	
Product Name	SanDisk Extreme®
Product Category	Portable SSD

Product Title & Description	
[32 characters]	SanDisk Extreme® Portable SSD, 250GB SanDisk Extreme® Portable SSD, 500GB SanDisk Extreme® Portable SSD, 1TB
[100 characters]	SanDisk Extreme® Portable SSD, 250GB SanDisk Extreme® Portable SSD, 500GB SanDisk Extreme® Portable SSD, 1TB

Product Headlines & Web Banner	
Primary	High-speed storage for hi-res photos and videos
Alternate	Speed up the flow. <i>[Note: In Indonesia, the SanDisk logo/mark is recommended to be placed in close proximity to this headline.]</i> Move files faster.
Web Banner [Maximum 6 words]	Move Files Faster

Product Overview & Copy	
At-a-Glance Feature Bullets [6 max]	<ul style="list-style-type: none"> • High-speed transfers with up to 550MB/s read speeds** • Save time moving hi-res photos and videos fast • Rugged, water- and dust-resistant¹ (IP55-rated) • Shock-resistant solid state core for greater durability⁴ • Compact and pocket-sized • Built by the SanDisk® brand, a technology leader and pioneer of the modern day SSD, to deliver superior performance
Short Copy [25 words]	The rugged SanDisk Extreme® Portable SSD delivers high-speed storage for saving and editing hi-res photos and videos.
Medium Copy [50 words]	The rugged SanDisk Extreme® Portable SSD delivers high-speed transfers with up to 550MB/s read speeds.** This makes it perfect for saving and editing hi-res photos and videos. With an IP55 rating ¹ and a solid state core, it also stands up to rain, spills, dust ¹ , and drops. ²
Long Copy [100 words]	The rugged SanDisk Extreme® Portable SSD delivers high-speed transfers with up to 550MB/s read speeds**, making it perfect for saving and editing hi-res photos and videos. Its IP55 rating mean that it can stand up to rain, splashes, spills and dust. ¹ With up to 1TB* capacity, it's perfect for extensive photo shoots, taking your portfolio with you or backing up your work. Compact and designed to fit in the palm of your hand, the SanDisk Extreme

	Portable SSD works with both PC and Mac computers and comes with a 3-year limited warranty. ³
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Mock Ad / Pull-up Banner Copy	
Product Name	SanDisk Extreme®
Category	Portable SSDs
Tagline	Speed up the flow. <i>[Note: In Indonesia, the SanDisk logo/mark is recommended to be placed in close proximity to this headline.]</i> Move files faster.
Bullets	<ul style="list-style-type: none"> • High-performance transfers with up to 550MB/s read speeds** • Rugged, durable and water-resistant^{1,4}

Ad Circular, Bullets	
Option 1	<ul style="list-style-type: none"> • Up to 550MB/s read speeds** • Rugged, durable and water-resistant^{1,4}
Option 2	<ul style="list-style-type: none"> • Up to 550MB/s** read speeds • High-speed storage for your photos

E-Blast Copy	
Subject Line	New! Fast and rugged SanDisk Extreme Portable SSD
Snippet Line/Email Preview	High-speed storage for hi-res photos and videos
Headline	Speed up the flow. <i>[Note: In Indonesia, the SanDisk logo/mark is recommended to be placed in close proximity to this headline.]</i> Move files faster.
Product Call-out	SanDisk Extreme® Portable SSD
Product Description	The rugged SanDisk Extreme® Portable SSD delivers high-speed storage for hi-res photos and videos.
CTA 1	{Learn More}
Product Feature Modules	Up to 550MB/s read speeds** With high-performance transfers with up to 550MB/s read speeds**, the SanDisk Extreme® Portable SSD lets you offload and edit files in a snap.

	<p>Rugged design with IP55 rating The SanDisk Extreme® Portable SSD is IP55-rated, which means it's built to withstand water and dust.¹ It is also certified to stand up to 2-meter drops.²</p> <p>Built by a technology leader More than 25 years ago the SanDisk® brand created the world's first flash-based solid state drive and that was just the beginning. As a technology leader, we ensure that our products continue to deliver superior performance that you can rely on.</p>
CTA 2	{Shop Now}

Etail/Web Copy (A+, Power Pages, Corp Site)	
Product Name	SanDisk Extreme® Portable SSD, XXGB*
Above the Fold Bullets [no more than 6]	<ul style="list-style-type: none"> • High-speed transfers with up to 550MB/s read speeds** let you move hi-res photos and videos fast • Rugged, water- and dust-resistant¹ (IP55-rated) • Shock-resistant solid state core for greater durability⁴ • Compact and pocket-sized • For PC and Mac users • Built by SanDisk, a technology leader and pioneer of the modern day SSD, to deliver superior performance
At a Glance Bullets [5, shorter than ATF bullets & meant to work together)	<ul style="list-style-type: none"> • Read speeds up to 550MB/s** [250GB/500GB/1TB] • Portable, rugged, durable, compact design with water/dust/shock resistance^{1,4} • SanDisk SecureAccess™ 128-bit AES encryption software for PC and Mac⁵ [CHINA: SanDisk SecureAccess™ software password-protects private files⁵] • Portable SSD that fits in your pocket
Description [Same as Long copy]	<p>SanDisk Extreme® Portable SSD</p> <p>The rugged SanDisk® Extreme Portable SSD delivers high-speed transfers with up to 550MB/s read speeds.** This makes it perfect for saving and editing hi-res photos and videos. With an IP55 rating, it also stands up to rain, splashes, spills and dust.¹</p>
Feature Modules [ideally 6]	<p>Up to 550MB/s read speeds**</p> <p>With high-performance transfers with up to 550MB/s read speeds**, the SanDisk Extreme® Portable SSD lets you offload files in a snap.</p>
	<p>Capacities of up to 1TB*</p> <p>With up to 1TB of high-speed storage for high-res photos, videos and sound files, the SanDisk Extreme® Portable SSD is perfect for all your creative pursuits.</p>

	<p>Works with Windows and Mac, USB-C or USB-A</p> <p>Designed to work with both Windows and Mac, the SanDisk Extreme® Portable SSD is equipped with a USB 3.1 Type-C connector and also includes a USB Type-C to Type-C cable and a Type-C to Type-A adapter, meaning it will work with the PCs and Macs of today, tomorrow and yesterday.</p>
	<p>Compact, Pocket-Sized Design</p> <p>Good things come in small sizes! The SanDisk Extreme® Portable SSD delivers high-performance and capacity in a drive that’s smaller than a smartphone.</p>
	<p>Built by a technology leader</p> <p>More than 25 years ago the SanDisk® brand created the world’s first flash-based solid state drive and that was just the beginning. As a technology leader, we ensure that our products continue to deliver superior performance that you can rely on.</p>

SEO	
Keywords	Portable SSD, portable hard drive, external storage, external SSD, back up large files, carry files, fast transfer of photos and videos, IP55, water-resistant, dust-resistant, drop-resistant, 2M drop test, photo storage, video storage, solid state drive, SSD, external hard drive, rugged storage

Compatibility	
Mobile Devices	N/A
PC & Mac Computers	<ul style="list-style-type: none"> Formatted ExFAT for PC and Mac compatibility out of the box — no drivers needed Compatible with Windows 10, Windows 8.1, Windows® 7, and macOS High Sierra, Sierra or Mac OS X El Capitan

Contents	
	<ul style="list-style-type: none"> SanDisk® Extreme Portable SSD USB Type-C to Type-C cable Type-C to Type-A adapter

Legal Copy	
Disclosures/ Footnotes	<p>*1GB = 1,000,000,000 bytes; 1TB=1,000,000,000,000 bytes. Actual user storage less.</p> <p>** Based on internal testing; performance may be lower depending on drive capacity, host device, OS and application. 1MB=1,000,000 bytes.</p>

	<p>¹ IEC 60529 IP55: Tested to withstand water flow (30 kPa) at 3 min.; limited dust contact does not interfere with operation. Must be clean and dry before use.</p> <p>² Up to 2M (6.5') on a concrete floor</p> <p>³ See www.sandisk.com/wug</p> <p>⁴ Shock-resistant (up to 1500G) and vibration-resistant (5 gRMS, 10-2000 HZ), non-operating temperature (from -20°C to 70°C), operating temperature (from 0°C to 45°C).</p> <p>⁵ Password protection uses 128-bit AES encryption and is supported by Windows® 10, Windows 8.1, Windows 7 and macOS High Sierra, Sierra or Mac OS X El Capitan</p> <p>FOR CHINA: ⁵ Password protection is supported by Windows® 10, Windows 8.1, Windows 7 and macOS High Sierra, Sierra or Mac OS X El Capitan</p>
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