



## Lexar Extends Kodak-Branded Offering with Secure Digital High-Capacity, High-Speed Memory Card

September 22, 2008

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**Fremont, CA , Monday, September 22, 2008** – Lexar Media, a leading global provider of memory products for digital media, today extended its KODAK-branded memory card offering with the introduction of the 16GB KODAK Secure Digital High-Capacity (SDHC) High-Speed Card. The new high-capacity KODAK-branded card is designed to capture and store large volumes of high-definition video and fast-action photographs when used with today's popular SDHC-enabled digital video and point-and-shoot cameras. The new 16GB KODAK SDHC High-Speed Card is speed-rated at 60x, capable of minimum sustained read and write speeds of 9MB per second for capturing full motion video without interruption. For more information about the 16GB KODAK SDHC High-Speed Card, please visit [www.lexar.com/kodak/](http://www.lexar.com/kodak/).

"As more point-and-shoot digital cameras include advanced features such as HD video recording and rapid-fire picture-taking, a greater number of photographers demand a memory card that is fast enough to enable them to take advantage of their new camera's technology," said Manisha Sharma, director of product marketing, Lexar. "The KODAK SDHC High-Speed Card is an excellent choice for not only Kodak cameras, but all SDHC-compatible digital cameras. The strength of the KODAK brand paired with Lexar's high-speed, high-capacity capabilities enables users of the card to experience the enhanced benefits of today's digital cameras."

Available in October, the new 16GB KODAK SDHC High-Speed Card includes a limited lifetime warranty and 24-hour customer support from Lexar. The KODAK SDHC High-Speed Card is also available in 4GB and 8GB capacities. The KODAK High-Speed line of memory cards also includes the 2GB KODAK Secure Digital (SD) High-Speed Card.

Lexar will be displaying the 16GB KODAK SDHC High-Speed Card at Photokina 2008 at stand F022 E023 in hall 04.1.

### About Lexar Media

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar offers products in all major flash and DRAM memory categories, including consumer and enterprise-level USB flash drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. For computers, Lexar also offers a full range of DRAM computer memory upgrades for PCs and Mac® systems, and solid state drives (SSD). An industry leader in innovative, patented flash memory technology, Lexar is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar, visit [www.lexar.com](http://www.lexar.com). For more information about Crucial products, visit [www.crucial.com](http://www.crucial.com), [www.crucial.com/uk](http://www.crucial.com/uk) or [www.crucial.com/eu](http://www.crucial.com/eu). Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

### About Micron Technology, Inc.

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAM, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit [www.micron.com](http://www.micron.com).

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