



## **Lexar Announces Kodak SD™ Card Combo- and Multi-Packs at PMA 2007**

March 8, 2007

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**Las Vegas, NV , Thursday, March 08, 2007** – Lexar Media, Inc., a leader in advanced digital media and accessories, today announced the upcoming availability of new multi- and combo-packs of Kodak-branded removable memory products, offered by Lexar. Beginning in late March, Kodak SD™ memory cards will be available in 2-, 3- and 4-packs of 1GB cards, as well as 2-packs of 2GB cards. In addition, consumers will be able to purchase a combination package that includes both a Kodak 2GB SD card and a compact Kodak 128MB Picture Card UFC Drive, an innovative form factor developed by Lexar that serves as both a memory card and a USB flash drive.

The availability of Kodak removable memory products in multi-pack and combo configurations offers consumers both the added affordability of a discounted multi-purchase, as well as easy access to advanced memory products geared toward the growing number of digital camera users. In addition to basic storage, these products can provide a convenient way to print and share digital photos, as purchasers of the Kodak SD card/Picture Drive combo pack will be able to use their SD card to copy photos directly to their PC, then transfer the images from the computer to their Kodak Picture Drive for quick and easy printing at any Kodak Picture Kiosk.

Farshid Tabrizi, General Manager, USB Products at Lexar, noted: "The availability of Kodak- branded memory products in these multi-pack and combo packs reflects the ongoing commitment of Lexar and Kodak to provide digital camera users with the product mix they need to maximize the overall experience of capturing, viewing, and sharing their memories. Many families now own more than one digital camera, and with the SD card multi-packs, every SD-enabled point-and-shoot digital camera in the household can be equipped with a new card at a reasonable price. Serious photo enthusiasts can now enjoy the convenience and flexibility of using one SD card for shooting, with another dedicated to image storage. In addition, the Kodak Picture Drive allows photographers to take advantage of both the speed and flexibility of using an SD card for shooting, as well as the ubiquity of the USB interface for printing."

### **About Lexar Media, Inc.**

Lexar, a subsidiary of Micron Technology, Inc., is a leading marketer and manufacturer of NAND flash memory products including memory cards, USB flash drives, card readers and ATA controller technology for the digital photography, consumer electronics, industrial and communications markets. Lexar also sells memory cards under the Kodak brand.

### **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 DRAMs, 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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*This press release contains forward-looking statements regarding the new multi- and combo-packs of Kodak-branded removable memory products. Actual events or results may differ materially from those contained in the forward-looking statements. Please refer to the documents Micron files on a consolidated basis from time to time with the Securities and Exchange Commission, specifically Micron's most recent Form 10-K and Form 10-Q. These documents contain and identify important factors that could cause the actual results for Micron on a consolidated basis to differ materially from those contained in our forward-looking statements (see Certain Factors). Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements. We are under no duty to update any of the forward-looking statements after the date of this press release to conform to actual results.*

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