



Lexar High-Capacity Platinum II CompactFlash® and MemoryStick PRO Duo™ Cards Deliver an Improved Digital Imaging, Video and Music Experience to Consumers Worldwide

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Fremont, CA , Thursday, March 08, 2007 – Lexar, a leader in advanced digital media and accessories, announced today that the company has further increased the capacity of its widely popular Platinum II flash memory card line-up by introducing a Platinum II 4GB CompactFlash® (CF) card and Platinum II 2GB and 4GB Memory Stick PRO Duo™ flash cards. Ideal for those who live a digital lifestyle and embrace digital imaging, video, and music, the new Platinum II CF and Memory Stick PRO Duo cards are tailored to address the sweet-spot functionality of prosumer digital SLRs and popular point-and-shoot digital cameras, including high-resolution still image and full-motion video capture at VGA resolution – both of which create large files.

"Capturing full-motion video is a popular and growing trend among consumers using mid-level and high-end point-and-shoot digital cameras," said Michael Yang, Director of Product Marketing, Lexar. "To maximize the advanced feature set of today's digital cameras – including video capture at 30 frames per second and high-resolution still image capture settings – consumers need flash memory cards that can write captured data quickly, yet also have enough capacity to store the information created. Our new Platinum II cards are designed to address the needs of those who wish to make the most of new digital devices, including digital cameras and hand-held devices that capture and play images, video, and music."

Customers purchasing the new Platinum II 4GB CompactFlash card – or other select CompactFlash and Secure Digital™ (SD) cards within the Platinum II family – can also download free of charge a comprehensive software suite that includes the full version of Image Rescue™ 3, the recently introduced edition of the company's award-winning image recovery software, now featuring an easy-to-use redesigned user interface. Also included is Corel® Snapfire™ Plus SE, an ideal application for users who want to entertain friends and family with stored still images and video. In addition, customers can download free of charge Lexar Backup n Sync™ powered by Sharpcast, a simple-to-use application for automatically backing up cherished images and syncing them across multiple devices and the web.

"The included software suite is significant," said John Santoro, Senior Product Marketing Manager for software, Lexar. "Out of the box, a Lexar flash card customer has an improved experience because he or she has all the tools necessary to edit, manage, store, and share digital images."

The Lexar Platinum II flash memory card line-up includes CompactFlash cards in capacities of 1GB, 2GB, and 4GB, Secure Digital (SD) cards in capacities of 1GB and 2GB, and a 4GB Secure Digital High Capacity (SDHC) card, announced earlier this year, each of which includes the comprehensive software suite. The Platinum II flash memory card line-up also includes Memory Stick PRO Duo cards in capacities of 512MB, 1GB, 2GB, and 4GB.

Lexar 4GB Platinum II CompactFlash and Lexar 2GB and 4GB Memory Stick PRO Duo cards will be available in late March.

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.

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This press release contains forward-looking statements regarding Lexar's high capacity Platinum II CompactFlash and Memory Stick PRO Duo cards. 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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