



## Lexar Announces Entry Into Latin American Market

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**Fremont, CA , Monday, March 19, 2007** – Lexar Media, Inc., a leader in advanced digital media and accessories, today announced that it will immediately begin distributing its advanced memory products in the Latin American and Caribbean markets. Consumers throughout Latin America and the Caribbean will be able to purchase a wide range of Lexar products, including its broad lineup of flash memory cards and JumpDrive® USB flash drives. In addition, Lexar will distribute RAM memory upgrades from Crucial, its sister company, and Kodak-branded memory cards.

Noted Ricardo Vidal, Lexar's Director, Latin American Sales: "Lexar has a significant presence in many world markets, and the popularity of our digital storage media products continues to grow among professional and everyday photographers, as well as computer users. We're delighted that we will now be offering our advanced products throughout Latin America and the Caribbean. We consider these fast-growing markets particularly important to Lexar's overall strategic plan for global market leadership, and we look forward to expanding distribution throughout Mexico, Brazil, Chile, Argentina, and other Latin American and Caribbean countries."

Among the Lexar products to be distributed in Latin America and the Caribbean are a wide range of storage solutions geared toward meeting the demands of today's advanced digital media devices. Featured products include high-performance flash memory cards, which offer photo enthusiasts the speed, capacity, and performance they can count on for top-quality pictures every time. Other flash memory card products maximize the functionality and performance of advanced mobile phones and handheld multimedia devices.

Also to be distributed in Latin America are several new JumpDrive USB flash drives, including award-winning JumpDrive Mercury with PowerToGo™ software and JumpDrive 360, an innovative "capless" drive encased in a stylish rotating metal jacket; both of which are designed to work with Microsoft® Windows® Vista™ and are enhanced for Windows ReadyBoost™.

In addition to Lexar-branded memory cards, the company will also distribute Crucial RAM memory. As the only memory upgrade supplier that is part of a major memory manufacturer, the memory experts at Crucial Technology provide high-quality, performance-improving computer memory upgrades.

Finally, in continuing our relationship created in 2004, Lexar will distribute a full range of Kodak-branded memory cards in Latin American markets. Available Kodak-branded products include xD-Picture Card™ and High Performance SD™ card products.

#### **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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