



Lexar Expands Gaming Range for Playstation® 3 Launch in Europe

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LONDON, England , Thursday, March 22, 2007 – Lexar Media, Inc., a world leader in advanced digital media technologies, today announced that its expanded line of Gaming Edition cards will be available for ordering for the European launch of the Sony® PlayStation® 3 (PS3™) console on March 23. Lexar Gaming Edition memory cards are ideal for gaming enthusiasts and are designed to maximise compatibility and utility with popular gaming machines, including the PS3. Some of the benefits Lexar Gaming Edition cards offer include the ability to capture gaming data—save cheat codes, characters, skins, and level progresses; as well as safeguard high scores and take advantage of other multimedia functions.

New Gaming Edition SD cards, compatible with both the PS3 and Nintendo® Wii™, will be available in both 1GB and 2GB versions in the European market. Lexar will also expand its range of Gaming Edition Memory Stick PRO Duo cards to 1GB, 2GB, and now 4GB to coincide with the PlayStation 3 European launch on March 23. Memory Stick PRO Duo cards also offer full compatibility with the Sony PlayStation Portable (PSP™). All cards can also store photos, videos, music, and multimedia files, and are designed for optimum compatibility with digital cameras, video camcorders, MP3 players, televisions, and computers with SD or Memory Stick PRO Duo slots respectively.

Fraser MacDonald, Senior Product Marketing Manager, Lexar EMEA noted: “The gaming industry is extremely important to Lexar and we are committed to providing this growing market with the advanced memory products needed for maximum compatibility, user convenience, and flexibility. We’re delighted to offer a full range of high-capacity gaming storage cards throughout Europe, allowing the European gaming community to enjoy a smooth and enjoyable experience with current high-tech gaming systems, including Sony PlayStation 3.”

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 Gaming Edition Memory 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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