



Lexar Introduces Windows Vista™ Compatibility for all Jumpdrive® Products in Europe

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LONDON, England , Tuesday, March 27, 2007 – Lexar Media, Inc., a world leader in advanced digital media technologies, today announced that its entire 2007 European line of JumpDrive® USB flash drives provides full compatibility with Microsoft® Windows Vista™, enabling customers to take advantage of features such as BitLocker™ Drive Encryption and Windows PE 2.0 for Vista. In addition, the company's speed-rated JumpDrive Lightning is enhanced for Windows ReadyBoost™, which can improve overall system performance by using portable flash memory devices as additional system memory.

Farshid Tabrizi, General Manager, USB Products at Lexar, noted, "Customers of Lexar high-performance JumpDrive products can now fully leverage the capabilities of Windows Vista, especially Windows ReadyBoost. And all users of JumpDrive products will see immediate benefits with full Vista compatibility."

JumpDrive Lightning: Speed and Durability

"The new 4GB JumpDrive Lightning is capable of a 30MB/s sustained read speed and a 21MB/s sustained write speed making it ideal for the caching demands of Windows ReadyBoost," continued Tabrizi. "Not only is JumpDrive Lightning among the fastest flash drives available but it uses a superior grade of flash that is designed to last 10x longer than many other drives on the market today. Leveraging this unique performance capability in conjunction with Windows Vista will enable Lexar to provide an enhanced user experience to its customers."

PowerToGo™: A Major Breakthrough in Mobile Computing

Pre-loaded with the PowerToGo software platform, the latest version of JumpDrive Lightning represents a major breakthrough in mobile computing. Lexar's acclaimed PowerToGo software enables users to "carry" components of their familiar PC environment by installing and running many standard Windows applications directly from the drive. Existing JumpDrive Lightning customers can download the full version of PowerToGo software at no additional cost, and users of other JumpDrive products can download a 60-day trial version. Both versions are available at www.lexar.com/powerwego.

Secure II Software: Advanced Security for Data Protection

In addition to the PowerToGo software platform, JumpDrive Lightning also comes pre-loaded with security software featuring advanced 256-bit AES encryption. This enables users to safeguard sensitive data on the drive with simple drag-and-drop file encryption, and gives users the ability to create password-protected areas and thoroughly "shred" files for secure deletion.

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.

Security safeguards, by their nature, are capable of circumvention. Lexar does not guarantee data will be 100% secure from unauthorized access, alteration, or destruction.

Lexar PowerToGo software does not support all Windows applications. Use of any third-party applications through the PowerToGo program may require the third-party's consent.

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