



## **Lexar Professional UDMA 300x CompactFlash® Memory Card Wins Prestigious TIPA Award**

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**LONDON, England , Tuesday, June 26, 2007** – Lexar Media, a leader in advanced digital media and accessories, today announced that Lexar Professional Ultra Direct Memory Access (UDMA) 300x CompactFlash® memory cards have been recognised by the Technical Image Press Association (TIPA) as the “Best Imaging Storage Media”.

“We are thrilled to have won a prestigious TIPA award for our new Professional UDMA 300x CompactFlash cards,” said Steve Marriott, Head of Marketing, Lexar Europe. “In addition to providing photographers with an improved card-to-computer transfer speed, the new cards also improve functionality of the latest rapid-fire DSLR camera and provide support for the next generation of high-resolution UDMA-enabled digital cameras. We’re excited about delivering high-performance cards that improve the photography experience—and appreciate being recognised by this well-respected organisation.”

Speed-rated at 300x, or capable of a minimum sustained write speed of 45MB per second, and available in capacities of 2GB, 4GB, and 8GB, new Lexar Professional UDMA 300x cards are more than twice as fast as Lexar's previous generation 133x CompactFlash product line when the card is used with a UDMA-enabled device. The UDMA cards improve the professional photographer's digital imaging experience when used with a UDMA-enabled device such as the new Lexar Professional FireWire® 800 Reader by reducing the time needed to download captured images to a destination computer.

TIPA is an organisation of 31 photography and imaging magazines in 12 European countries, and the TIPA awards are recognised throughout the European imaging community as the “Oscars” of the industry. These awards are granted by Europe's most influential imaging editors who judge each product on innovation, use of leading-edge technology, design and ergonomics, ease of use, and price/performance ratio.

### **About Lexar**

Lexar Media is a leading marketer and manufacturer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar also sells memory cards under the Kodak brand. For more information about Lexar, visit [www.lexar.com](http://www.lexar.com). For more information about Crucial products, visit [www.crucial.com](http://www.crucial.com), [www.crucial.com/uk](http://www.crucial.com/uk) or [www.crucial.com/eu](http://www.crucial.com/eu). Lexar Media, Inc. is a subsidiary of Micron Technology, Inc., and Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

### **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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