



LEXAR Launches Dedicated Spanish Language Web Site

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Fremont, CA , Monday, July 16, 2007 – Lexar Media, Inc. a world leader in advanced digital media technologies, today announced the launch of its Spanish language website www.lexar.com/es. A one-stop online resource for Spanish-speaking Lexar customers around the world, the site contains in-depth product information and user tips, valuable driver and software downloads, and an easily accessible “frequently asked questions” section.

Lexar is launching the Spanish language website as part of its recently announced initiative to increase distribution of its products throughout the Latin American and Caribbean markets. Noted Jeff Cable, Director of Marketing at Lexar: “Lexar is dedicated to reaching out to Spanish-speaking customers around the world with information and products they need to realize all the lifestyle benefits of advanced digital media storage. The launch of this web site is yet another example of our commitment to building Lexar into a leading global brand.”

About Lexar Media, Inc.

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. For more information about Crucial products, visit www.crucial.com, www.crucial.com/uk or 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.

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Contacts

Matthew Moskowitz
DBA Public Relations
(212) 388-1400
mmoskowitz@dba-pr.com