



Lexar Media Provides Enhanced Channel Support and Communication with Comprehensive Global Partner Portal

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Lexar Media Partner Portal Key Messages:

- Enhances quality marketing support to direct and indirect global business partners
- Provides complete selection of Lexar®, Crucial®, and KODAK-branded memory product information available in one central location
- Offers customizable templates for sales and advertising materials and messaging guides to easily market Lexar Media products
- Includes intuitive, searchable database with images, videos, awards, and logos

FREMONT, Calif., Sept. 3, 2010 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, has introduced a worldwide partner portal designed to help channel partners obtain the latest information on and marketing materials for Lexar Media's wide range of premium memory solutions, including memory cards and USB drives, DRAM, and Solid State Drives. This valuable online resource ensures member resellers will stay up to date on new product development, receive early notification of special events and promotions, and access marketing tools designed to improve both sales and profitability. Partners wishing to register for the portal site can visit www.lexarmediapartners.com.

The Lexar Media Partner Portal provides invaluable tools to help channel partners make the most suitable product recommendations and drive sales. The portal is the primary support resource for Lexar Media business partners, providing convenient access to comprehensive information on the following:

- Product set-up sheets
- Product marketing guides
- Print and online advertising templates in EMEA and print and online advertising samples in North America for focus products
- Brochures and related product collateral
- High-resolution product images
- Configuration and compatibility guidance for memory upgrades
- News, press releases, and product updates

"We are committed to providing our channel partners with the tools they need to successfully service their customers and profitably sell our product line," said Leslie Adams, vice president of worldwide marketing at Lexar Media. "The Lexar Media Partner Portal provides our sales channel with the customized marketing resources they expect from a world-class vendor and many already have experienced the benefits. The portal was specifically designed to arm the Lexar Media channel with the tools it needs in one easily accessible location, adding business value and allowing our partners to become experts and advisors in memory solutions."

In addition to the latest product news and updates, the Lexar Media Partner Portal also provides access to a Download Center, which provides links to more than 150 documents and 300 images for sales use. Downloads include product images, relevant logos, and advertising and website templates, all aimed at simplifying and streamlining the sales process. Organized by memory solution, the portal provides direct and indirect channel partners with information on Lexar-, Crucial-, and KODAK-branded products, including digital photo, digital video, mobile, gaming, personal storage, enterprise storage, and PC/server memory solutions.

The portal is available in English, French, and German languages, and registration requirements vary by region.

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About Lexar Media

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar Media offers products in all major flash and DRAM memory categories, including consumer and enterprise-level USB flash drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit www.lexar.com, and for Crucial brand products, visit www.crucial.com.

Lexar Media is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

Lexar. When Memory Matters.™

The Lexar/Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6945>

About Micron

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAM, 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 NASDAQ Global Select Market under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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