



Lexar Media Now Shipping Echo SE and Echo ZE Portable Backup Solutions

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FREMONT, Calif., June 21, 2010 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today announced it has begun shipping the ultra-portable Lexar® Echo SE and Lexar Echo ZE flash-based drives to traditional and online retail channels. Netbook and notebook users can now automatically and conveniently back up files while on the go, using the plug-and-stay, low-profile ZE or the high-capacity, high-performance SE drive. For additional information about the Echo SE or ZE portable backup solutions, visit www.lexar.com/echo.

During the month of May 2010, the Echo SE and ZE drives will be available exclusively through online retailer Amazon.com in the U.S. The Echo line will also be available for purchase through brick-and-mortar outlets in select countries worldwide, including Staples in the United Kingdom, FNAC in France, Media Markt in Germany, and top consumer electronics stores in Italy.

"We're pleased to offer the Echo SE and ZE backup products worldwide to help secure data that can be lost through a busy mobile lifestyle," said Aaron Lee, senior product marketing manager, Lexar Media. "As consumers continue to embrace a work and life schedule that includes increased use of on-the-go tools like netbooks and notebooks, it is important to have a reliable, convenient backup solution in place to protect from data loss."

The high-performance Echo SE is an ultra-portable drive that easily plugs into a computer's USB port to perform automatic backup and transfer of files, at read speeds up to 28MB/s and write speeds up to 10MB/s. Echo ZE, with its low-profile 20.1 by 15.1 millimeter size and plug-and-stay design, is an always-ready drive providing a convenient means to automatically back up essential files – anytime, anywhere. Both drives are interoperable between Windows® XP, Windows Vista®, and Windows 7, as well as Mac OS® X operating systems, allowing data to be seamlessly accessible whether using PC or Mac® computers. The Echo SE backup drive is available in capacities of 16GB, 32GB, and 64GB, and the Echo ZE backup drive, one of the smallest USB drives in the world, is available in capacities of 8GB, 16GB, and 32GB.

The drives include versatile, built-in Echo backup software developed by Dmailer for Lexar. Key features include targeted file backup, which stores only specified files and reduces wasted disk space, and file versioning, which backs up a history of files and allows the retrieval of previous versions. Additionally, the software offers optional AES 128-bit encryption, enabling protection in the event of drive loss.

For more information please visit www.lexar.com.

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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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