



Lexar Media Introduces the First 128GB Professional Secure Digital Extended Capacity Memory Card for Photographers and Videographers

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Key Messages:

- 64GB Class 10 SDXC™ card and industry-first 128GB Class 10 SDXC card provide massive storage capacities and professional-level performance for capturing more of the memories that matter
- Minimum guaranteed speed of 133x accelerates the professional workflow by providing quick transfer of high-resolution images and HD video from the card to the computer
- Professional-level performance supports the advanced image- and video-capture capabilities of the newest digital SLR cameras
- Includes the latest version of award-winning Image Rescue® software for valuable peace of mind

Multimedia Elements:

- [Lexar Image Gallery](#)
- [Supporting Product Info](#)

LAS VEGAS, Jan. 3, 2011 (GLOBE NEWSWIRE) – Lexar Media, a leading global provider of memory products for digital media, today announced new Lexar® Professional Secure Digital Extended Capacity (SDXC) memory cards. The new high-capacity Lexar Professional 133x SDXC cards enable the capture, storage, and transfer of extended lengths of 1080p high-definition (HD) video and continuous, rapid-fire image capture in a single, high-performance solution. The Lexar Professional 133x SDXC card is the first available in a 128GB capacity, and is also offered in a 64GB capacity. Both cards are speed rated at 133x, providing a minimum guaranteed transfer speed of 20MB per second, and feature a Class 10 speed designation. For additional information about Lexar Professional SDXC cards, visit www.lexar.com.

"The professional photography industry is at a point where digital photo- and video-capture methods are converging, meaning that professional shooters need a memory solution with the versatility and reliability to safely store both photos and videos," said Pachi Chen-Wong, senior product marketing manager, Lexar Media. "The 64GB and 128GB Lexar Professional 133x SDXC cards combine high-speed performance with large capacities to offer solutions for professionals who shoot large volumes of high-resolution images and HD video."

The Lexar Professional 133x SDXC memory cards are compatible with all SDXC-enabled devices. The cards include the latest version of award-winning Image Rescue software to help recover lost or deleted photo and video files. Professional photographers can now capture, store, and manage more of the photo and video content critical to their livelihoods.

Lexar Professional 133x SDXC cards provide consumers with the quality and reliability they have come to expect from Lexar Media. All Lexar product designs are tested in the Lexar Quality Labs, a group of facilities where all Lexar product designs undergo extensive testing to ensure performance, quality, compatibility, and reliability with more than 800 intended digital devices.

The Lexar Professional SDXC cards include a limited lifetime warranty and free, dedicated professional technical support. The new 64GB and 128GB Lexar Professional SDXC memory cards will be available in the first quarter of 2011 at leading retailers and on Lexar.com, with MSRPs of \$399.99 and \$699.99, respectively.

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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 USB flash drives, innovative backup 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.

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

Lexar. When Memory Matters.™

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 a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

The Micron Technology, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6950>

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