



## Lexar Media Introduces the 32GB Class 10 High-Speed Mobile microSDHC Card for Mobile Phones

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### Key Messages:

- Class 10 32GB microSDHC™ card with performance kit only one of its kind available today
- Class 10 speed rating offers fast load and transfer of mobile content
- Large capacity enables users to capture more valuable content on the move, including HD videos, photos, and music
- Media management software and USB reader allow users to easily manage, transfer, and archive media files, as well as sync content between a mobile phone and PC or Mac® system

### Multimedia Elements:

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

LAS VEGAS, Jan. 5, 2011 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today introduced the 32GB Class 10 Lexar® High-Speed Mobile microSDHC card. The 32GB Class 10 microSDHC card guarantees a minimum sustained write speed of 10MB per second and a read speed up to 20MB per second<sup>1</sup>, allowing users to quickly load files onto the card and transfer them between mobile phone and computer, and maximize their on-the-go mobile lifestyles. The 32GB Lexar High-Speed Mobile microSDHC card is part of a performance kit that includes a USB reader and mediamove™ for Lexar Media sideload software for easy and quick file management. For additional information about the 32GB Lexar High-Speed Mobile microSDHC card, visit [www.lexar.com](http://www.lexar.com).

"We've seen a steady rise in the sophistication of smart and mobile phones, and usage trends show a convergence between communication and entertainment," said Jim Chan, product marketing manager, Lexar Media. "Today's users rely on their mobile devices, beyond talk and email, for capturing live moments and downloading their favorite content – whether it's photos, music, or HD video – and they want the flexibility to store and share them on demand. It is with this knowledge that we've developed this convenient, all-in-one solution to enable users to not only capture moments and download content, but also to move these to a computer or social media sites easily."

Multimedia file storage, including photos, music, videos, is the primary reason people purchase memory cards for their phones<sup>2</sup>. The 32GB Lexar High-Speed Mobile microSDHC card enables users to not only store more multimedia files, but to also move large amounts of mobile content more quickly with its performance of Class 10. The card also includes pre-loaded software to allow users to manage their stored images and videos, sync content with their PC or Mac, and share them on the most popular social websites.

As a division of Micron Technology, Inc., Lexar Media is backed by Micron's industry-leading memory technology, providing consumers with reliable, high-quality, award-winning products. Additionally, Lexar products are tested in the Lexar Quality Labs where all product designs undergo extensive testing to ensure performance, quality, compatibility, and reliability with more than 800 intended digital devices.

The 32GB Lexar High-Speed Mobile microSDHC card includes a ten-year limited warranty and the USB reader includes a one-year limited warranty. The 32GB Lexar High-Speed Mobile microSDHC card is available now at Amazon.com and [Lexar.com](http://Lexar.com), with a MSRP of \$149.99.

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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](http://www.lexar.com), and for Crucial brand products, visit [www.crucial.com](http://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 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](http://www.micron.com).

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<sup>1</sup> Speeds based on TestMetrix certified tester

<sup>2</sup> According to the Parks Associates study, "Mobile Convergence: Platforms, Applications & Services"

CONTACT: Matter Communications

Media Contact:

Samantha Racki

978-499-9250 x224

[samantha@matternow.com](mailto:samantha@matternow.com)

[www.lexar.com](http://www.lexar.com)