



## Lexar Media Introduces Stylish New Design for JumpDrive USB Flash Drives

January 6, 2011 at 12:00 AM EST

### Key Messages:

- Redesign of the popular Lexar® JumpDrive® line offers new colors and styles to suit a variety of needs and personalities
- Lexar USB flash drives provide reliable, portable, high-capacity storage for life on the go
- Individual product features include:
  - Addition of built-in Microban® antimicrobial product protection on the S50 to help prevent the growth of stain and odor causing bacteria
  - Password-protected encryption and File Shredder feature on the S70
  - LED indicator light that blinks during data transfer on the S50, V10, and S70 models

### Multimedia Elements:

- [Lexar Image Gallery](#)
- [Supporting Product Info – JumpDrive S70](#)
- [Supporting Product Info – JumpDrive S50](#)
- [Supporting Product Info – JumpDrive V10](#)

LAS VEGAS, Jan. 6, 2011 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today announced the sleek redesign of its popular JumpDrive USB product line. Along with the redesign comes a set of new products: Lexar® JumpDrive S70, Lexar JumpDrive S50, and the Lexar JumpDrive V10 flash drives, which individually offer enhancements including built-in Microban® antimicrobial protection, password-protected file segmentation, encryption, and data transfer LED indicator lights. The new Lexar JumpDrive models allow consumers to easily transfer, share, and store files on the go with the flash drive that fits their personality. For additional information about the Lexar JumpDrive product line, visit [www.lexar.com](http://www.lexar.com).

"As a leading provider of USB flash drives, Lexar Media strives to stay ahead of consumer needs by providing products that fit into today's data-heavy, mobile lifestyle," said Aaron Lee, senior product marketing manager, Lexar Media. "By enhancing both design and functionality, we're bringing a variety of USB storage options to on-the-go consumers that meet their individual needs – whether they're technology experts or novices – allowing them to reliably move and store data and media files in a small, portable format."

#### *JumpDrive S70*

The JumpDrive S70 offers stylish, secure portable storage, featuring a retractable connector design with a convenient thumb slide. Pre-loaded with advanced security software, the JumpDrive S70 allows users to easily create multiple password-protected areas called Encrypted Vaults that automatically encrypt data, in addition to a File Shredder feature to securely and thoroughly delete files that can then not be recovered. Available in a variety of stylish shades in capacities of 4GB, 8GB, 16GB, 32GB and 64GB, the JumpDrive S70 provides consumers with peace of mind that files, photos, videos and other data are constantly secure.

#### *JumpDrive S50*

The high-capacity JumpDrive S50 includes a new integrated cap design, featuring a protective, sliding cover to protect the USB connector, and a data transfer LED indicator light. The drive also features Microban antimicrobial protection, which is built-in during the manufacturing process to inhibit the growth of bacteria and mold that can cause stains, odors, and product deterioration. Available in 4GB, 8GB, 16GB, 32GB and 64GB capacities and a variety of colors, storing and transferring data is easy and reliable with the JumpDrive S50.

#### *JumpDrive V10*

The plug-and-play JumpDrive V10 features a translucent cap that protects the USB connector from damage when not in use and a LED indicator that lights up during data transfer. Consumers can choose the color and capacity that best meets their needs and style, including the light blue 4GB, blue 8GB, orange 16GB, and white 32GB. With the simple, portable JumpDrive V10, it's easy to share, store, and transport data, video, music, and photos.

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

The Lexar JumpDrive S70, JumpDrive S50, and JumpDrive V10 USB flash drives are compatible with both Mac® and PC systems and come with two-year limited warranties. The refreshed JumpDrive product line will be available in the first quarter of 2011 at leading retailers and [Lexar.com](http://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 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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