



Lexar Media Now Shipping the Industry's First 128GB Professional SDXC Memory Card

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FREMONT, Calif., March 15, 2011 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today announced it is now shipping the Lexar® Professional Secure Digital Extended Capacity (SDXC) 133x memory card in capacities of 128GB, an industry first, and 64GB. The Lexar Professional SDXC cards are available in B&H Photo and Video, and Adorama Camera stores across the U.S, as well as on www.lexar.com.

These large capacities make Lexar Professional 133x SDXC cards an excellent choice for shooting continuous, rapid-fire images and extended lengths of 1080p high-definition (HD) video on a single, high-performance solution. Also, the Professional SDXC cards offer a Class 10 speed rating with a minimum guaranteed speed of 133x, or 20MB per second, and accelerate professional workflow by quickly transferring high-resolution images and HD video from the memory card to the computer when paired with an SDXC-enabled card reader, such as the Lexar Multi-Card 24-in-1 USB Reader.

"We saw a demand for a professional card that would allow photographers to not only capture more high-resolution images and HD video, but to also take advantage of the full capabilities of their high-performance digital SLRs and camcorders," said Pachi Chen-Wong, senior product marketing manager, Lexar Media. "With the new Lexar Professional SDXC cards, we developed a product that will enhance the professional photography workflow. With capacities of 64GB and 128GB, photographers can capture, store and transfer more images and HD video in one place than ever before."

The Lexar Professional 133x SDXC memory cards include the latest version of award-winning Image Rescue® software to help recover lost or deleted photo and video files. 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 64GB and 128GB Lexar Professional SDXC memory cards are available now at B&H Photo and Video, Adorama Camera and on Lexar.com, with MSRP's of \$199.99 and \$329.99 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.

Lexar. When Memory Matters.™

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

About Micron

Micron Technology, Inc. (Nasdaq:MU) 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.

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