



Staples Europe Names Lexar Media 'Best Developing Supplier'

March 24, 2011

Key messages:

- Lexar Media recognised as 'Best Developing Supplier' by Staples Europe
- This is the second consecutive year that Lexar Media has received an award from Staples Europe, having won 'Best Emerging Supplier' in 2010

Multimedia elements:

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LONDON, March 24, 2011 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today announced that it has been recognised as 'Best Developing Supplier' by Staples Europe, the world's largest office products company. This is the second consecutive year that Lexar Media has received a prestigious Staples award, having won the title of "Best Emerging Supplier" the previous year. The pan-European award is the latest praise for Lexar Media's role as a valued and trustworthy supplier of digital memory products to channel partners, including global and independent retailers, resellers, and distributors.

Lexar Media has been a trusted supplier to Staples Europe since May 2009, providing a broad range of products, including microSD™, microSDHC™, SD™, and SDHC™ memory cards, and USB flash drives. The breadth and quality of Lexar Media's solutions portfolio, coupled with its pan-European channel and technical support programmes, helped distinguish Lexar Media from the competition and earn its second plaudit from Staples.

"European channel relationships are hugely important to us and we invest substantial resources towards ensuring we are at the forefront of product innovation as well as channel partner enablement," said Niall Cathcart, European sales director, Lexar Media. "The Staples Europe award underlines our ability to provide retail partners with a broad selection of product solutions, comprehensive marketing tools and assets, and excellent service and support. We are honoured to be recognised by Staples for the second consecutive year."

"Lexar Media has continually impressed us over the last 18 months and their company ethos embodies the qualities we look for in a channel partner," said Marcello Castiglione, director, category management computing, technology and software, Staples. "They make it easy to acquire expert knowledge about their products, ensure a high level of sales support, and are collaborative channel partners. We look forward to an ongoing relationship."

Niall Cathcart and Dave Smith of Lexar Media were proud to accept the award, which was presented in a ceremony hosted by Staples' vice president of merchandising, Ronny van Rossem.

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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. 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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