



Lexar Echo MX and Echo ZX Portable Backup Solutions Now Available

June 14, 2011 at 12:00 AM EDT

FREMONT, Calif., June 14, 2011 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced that the Lexar® Echo MX and ZX backup drives are now available at traditional and online retail channels. The Lexar Echo MX can be purchased at Amazon.com, Office Depot, and Target, while Echo ZX drives are offered at Amazon.com and Office Depot stores nationwide. Both drives can also be purchased from www.lexar.com/echo.

The Lexar Echo MX backup drive comes in a range of capacities, from 8GB to 128GB, allowing users to back up and protect large volumes of files and data on the go. With fast transfer speeds up to 30MB/s read and 17MB/s write, based on capacity, coupled with the easy-to-read, always-on capacity meter powered by [E Ink®](#) technology, users can quickly access data while easily checking available space. The Lexar Echo ZX, an always-ready backup drive, provides the protection users are looking for in a low-profile, plug-and-stay design. The drive is available in 8GB, 16GB, and 32GB capacities, with transfer speeds up to 28MB/s read and 15MB/s write, based on capacity.

Thanks to the Lexar Echo backup software functionality, saving and protecting valuable documents, presentations, photos, and video files are no longer tedious tasks. Unlike traditional backup software, it allows users to define the number of versions it saves, preserving multiple iterations of a file for later use, gives access to previous versions of a file, and protects against data loss, even if a file was inadvertently modified or erased on the user's computer. Both drives also provide 128-bit AES encryption.

"Whether a business professional presenting on the road or a student backing up an assignment, protecting the valuable files stored on mobile devices is a top priority for today's consumers," said Jyh Chau, senior product marketing manager, Lexar Media. "As more and more users embrace mobile computing, the need for backup technology that fits the on-the-go lifestyle is increasing, and with the Echo MX and ZX drives we are providing an automatic, easy solution."

Both drives are interoperable between Windows® XP, Windows Vista®, and Windows 7, as well as Mac OS® X operating systems, allowing data to be seamlessly accessible on both PC or Mac® computers. The Lexar Echo backup drives are available with MSRPs from \$29.99 to \$399.99 for the Echo MX and \$29.99 to \$99.99 for the Echo ZX.

For more information please visit www.lexar.com.

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About Lexar

Lexar is a leading global brand of Lexar Media, Inc., a subsidiary of Micron Technology, one of the largest semiconductor manufacturers worldwide. Lexar offers industry-leading products in all major flash memory categories, including USB flash drives, innovative backup drives, high-performance memory cards for photography, and all popular form factors of memory cards for mobile devices. Lexar products are available worldwide at major retail and e-tail stores, and at www.lexar.com. For more information about Lexar products, visit www.lexar.com.

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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