



Lexar JumpDrive S73 Flash Drive Provides Affordable USB 3.0 Performance

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Key Messages:

- New Lexar® JumpDrive® S73 USB 3.0 flash drive uses SuperSpeed USB 3.0 technology to provide users with performance up to three times faster than standard USB 2.0 flash drives*
- Range of colorful capacity options suit a variety of needs and personalities
- Features a retractable connector and convenient thumb slide design for ease of use

Multimedia Elements:

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

FREMONT, Calif. Jan. 10, 2011 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the Lexar® JumpDrive® S73 USB 3.0 flash drive. The new Lexar JumpDrive S73 leverages SuperSpeed USB 3.0 technology to empower users to step up to the next level of personal storage performance by transferring photos, videos, and files up to three times faster than standard USB 2.0 flash drives.* Offering read speeds up to 45MB per second and write speeds up to 20MB per second,** the Lexar JumpDrive S73 is available in 8GB (blue), 16GB (purple), 32GB (orange), and 64GB (green) capacities. For additional information about the Lexar JumpDrive S73 USB 3.0 flash drive, visit www.lexar.com.

Available in an assortment of colorful capacity options, the Lexar JumpDrive S73 combines the convenience, reliability, and affordability of standard JumpDrive USB flash drives with the performance and efficiencies of USB 3.0 technology. Its retractable connector and convenient thumb slide design provide a stylish solution for safely storing, transferring, and sharing photos, videos, and files. For added versatility, the drive is backwards compatible with USB 2.0 devices.

"With the JumpDrive S73 flash drive, users can take advantage of the USB 3.0 ports that are being integrated into personal computers and adopted by more hardware platforms. This will allow users to transfer content at much faster speeds compared to many of today's USB 2.0 flash drives," said Aaron Lee, director of USB product marketing, Lexar. "Lexar is committed to offering our customers a range of USB 3.0 flash drive solutions, and the JumpDrive S73 is a great option for those looking for a convenient and eye-catching personal storage device at a great price."

The JumpDrive S73 is the introductory USB 3.0 offering from Lexar. Rounding out the Lexar USB 3.0 line is the [JumpDrive Triton](#), one of the fastest and smallest USB 3.0 flash drives available. At more than 20 times faster than standard USB 2.0 flash drives,** JumpDrive Triton offers exceptional performance and is available now in 16GB and 32GB capacities, with a 64GB version available in February.

As a brand of Micron Technology, Lexar 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. Additionally, all Lexar products designs undergo extensive testing in the Lexar Quality Labs to ensure performance, quality, compatibility, and reliability with more than 800 intended digital devices.

The Lexar JumpDrive S73 is compatible with both Mac® and PC systems, comes with a three-year limited warranty and will be available in February 2012 with MSRPs of \$27.99 (8GB), \$42.99 (16GB), \$74.99 (32GB), and \$144.99 (64GB).

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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.

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

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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.

*Up to 3x faster write, 2x faster read speeds when compared to standard JumpDrive USB 2.0 drives using a USB 3.0 port. Speeds based on internal testing. Actual performance may vary.

**Based on 16GB, 32GB, and 64GB capacities.

***Up to 26x faster write, 7x faster read speeds when compared to standard JumpDrive USB 2.0 drives using a USB 3.0 port. Speeds based on internal testing. Actual performance may vary.

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