



## Lexar Announces New High-Performance USB 3.0 Flash Drives

January 8, 2013

### Key Messages:

- One of the fastest flash drives available, the new Lexar® JumpDrive® P10 offers up to 24x faster transfer rates than USB 2.0 drives.\*
- The new JumpDrive S33 features a slim, swivel design with retractable connector and a key ring loop, making it an ultra-portable personal storage solution.
- Available in a range of colorful capacity options, the new Lexar JumpDrive S23 displays a slim, retractable design for added convenience.

### Multimedia Elements:

- [Lexar Image Gallery](#)
- [Supporting Product Information — JumpDrive P10](#)
- [Supporting Product Information — JumpDrive S33](#)
- [Supporting Product Information — JumpDrive S23](#)

LAS VEGAS, Jan. 8, 2013 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced three new USB 3.0 flash drives: the Lexar® JumpDrive® P10, the Lexar JumpDrive S33, and the Lexar JumpDrive S23. The drives individually offer features that include improved transfer rates, colorful capacity options, as well as swivel and retractable designs. The new Lexar JumpDrive models are backwards compatible with USB 2.0 and enable consumers to quickly transfer and store photos, videos, and files on the go.

"We recognize that there are a lot of choices in the market when it comes to USB flash drives, so we're focused on providing our customers with high-quality, well-designed options that suit a range of storage needs," said Aaron Lee, director of product marketing, Lexar. "Our new value USB 3.0 JumpDrives, S23 and S33, offer impressive performance and reliability at price points that will be attractive to everyone. The new JumpDrive P10 continues to strive to be the fastest USB flash drive with a native USB 3.0 controller."

#### *JumpDrive P10*

Among the fastest USB flash drives available, the JumpDrive P10 offers first-class transfer rates with read speeds up to 270 MB/s and write speeds up to 240 MB/s for quickly transferring high-volume presentations and multimedia files.\* The JumpDrive P10 features a sleek metal alloy base and high-gloss mirror finish, as well as a retractable connector with convenient thumb slide. The JumpDrive will come in 16GB, 32GB, and 64GB capacities providing flexibility for your portable storage needs.

#### *JumpDrive S33*

The JumpDrive S33 features a slim, swivel design and retractable connector, making it a capless solution. Consumers can select the color and capacity that best fits their needs and style, including the orange (8GB), teal (16GB), green (32GB), and purple (64GB). An affordable, high-speed offering, the JumpDrive S33 delivers read speeds up to 100 MB/s, write speeds up to 30 MB/s on 8GB and 16GB drives, and write speeds up to 55MB/s on drives 32GB and above, allowing users to quickly transfer their favorite images and videos and other important files.\*\*

#### *JumpDrive S23*

The JumpDrive S23 is designed for convenience with a small, slim body, retractable connector, and key ring loop for easy attachment to a keychain or backpack. A stylish, yet affordable, storage solution, the JumpDrive S23 is available in colorful capacity options of orange (8GB), teal (16GB), green (32GB), and purple (64GB). Offering read speeds up to 100 MB/s and write speeds up to 30 MB/s on 8GB and 16GB drives, and write speeds up to 55MB/s on drives 32GB and above, the ultra-portable JumpDrive S23 can transfer a 3GB HD movie in less than two minutes, enabling users to easily manage data on the go.\*\*\*

The Lexar JumpDrive P10, JumpDrive S33, and JumpDrive S23 USB 3.0 flash drives are compatible with both Mac® and PC systems. The JumpDrive S23 and JumpDrive S33 include a three-year limited warranty, and the JumpDrive P10 comes with a limited lifetime warranty. All Lexar JumpDrive designs are tested in the [Lexar Quality Labs](#) to ensure performance, quality, compatibility, and reliability with more than 800 digital devices.

The new JumpDrive P10 models in 16GB, 32GB, and 64GB capacities, along with the JumpDrive S23 and S33 drives in 8GB, 16GB, and 32GB capacities will be available in the first quarter of 2013. The JumpDrive S23 and JumpDrive S33 in 64GB capacities will be available in the second quarter. All of the new JumpDrive products will be sold at leading retailers and e-tailers worldwide. For more information about Lexar products, visit [www.lexar.com](http://www.lexar.com).

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#### **About Lexar**

Lexar is a global brand of Micron Consumer Products Group, Inc., a subsidiary of Micron Technology, Inc., one of the largest memory manufacturers in the world. Lexar products include industry-leading memory cards for photography and video, card readers, high-performance USB flash drives, and memory cards for mobile devices. Lexar products are available worldwide at major retail and e-tail stores, and at [www.lexar.com](http://www.lexar.com). For more information or support, visit [www.lexar.com](http://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](http://www.micron.com).

\*Up to 24x faster write, 13x faster read speeds when compared to speed-rated USB 2.0 drives (10MB/s write, 20MB/s read) using a USB 3.0 port. Speeds based on internal testing. Actual performance may vary.

\*\*Up to 4x faster write and 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 32GB and 64GB capacities. 3.3GB video, HD 1080p@30fps (46Mbps) video.

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