



Lexar Expands Flash Memory Line-Up by Introducing Professional 133x 4GB Secure Digital High-Capacity (SDHC) Cards

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Fremont, CA , Wednesday, February 14, 2007 – Lexar, a leader in advanced digital media and accessories, today expanded its professional product line with the introduction of a 133x speed-rated Secure Digital High Capacity (SDHC™) flash memory card designed for professional and high-end amateur photographers who demand the freedom and flexibility to quickly capture a large number of high-resolution images with SDHC-enabled digital cameras. Delivering a minimum sustained write speed capability of 20MB per second, Lexar Professional SDHC cards allow photographers to capture more images while spending less time changing memory cards.

“Our new Professional SDHC card meets the increasing storage capacity requirements of professionals and enthusiasts who demand the highest performance and want to take full advantage of the speed and file sizes provided by today’s digital SLR cameras,” said John Omvik, Director of Professional Product Marketing, Lexar. “The RAW workflow capabilities of these new cards allow users to fully exploit the great flexibility and image quality that DSLR cameras offer. Capturing large RAW files on smaller-sized cards was a limitation in the past, but our Professional 4GB SDHC card removes this limitation. SDHC-based camera users can now benefit from the many advantages of high-capacity storage that CompactFlash-based system users have always enjoyed.”

Increased capacity is only one of the benefits provided by Lexar’s new Professional SDHC card. The card’s high-speed performance, providing a minimum write speed capability of 20MB per second, significantly reduces the time needed to download stored information. When used in conjunction with the high-speed USB 2.0 reader included free with every Lexar Professional SDHC card, photographers will experience an immediate improvement when downloading stored images to a destination device.

In addition to free dedicated technical support and a limited lifetime warranty, Lexar Professional SDHC memory cards come with a comprehensive suite of valuable software available for free download, including Lexar Image Rescue™ 3 and Corel® Paint Shop Pro® X.

Lexar Professional SDHC cards will be available in March.

About SDHC

SDHC cards are based on the Secure Digital Association’s 2.0 specifications, utilizing the FAT32 file system. While the form factor of SDHC cards is identical to that of standard SD cards, SDHC cards are not backwards compatible with standard SD host devices, meaning that SDHC cards cannot be used in standard SD host devices. SDHC cards are specifically designed for use with SDHC-enabled devices, and allow users to leverage the higher capacity offered by the cards within those devices.

About Lexar Media, Inc.

Lexar, a subsidiary of Micron Technology, Inc., is a leading marketer and manufacturer of NAND flash memory products including memory cards, USB flash drives, card readers, and ATA controller technology for the digital photography, consumer electronics, industrial, and communications markets. Lexar also sells memory cards under the Kodak brand.

About Micron Technology, Inc.

Micron Technology, Inc., is one of the world’s leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAMs, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron’s common stock is traded on the New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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