



March 23, 2016

Lexar Announces 200GB High-Performance 633x microSDXC UHS-I Card

New High-Capacity Card Enables High-Speed Capture and Transfer of Multimedia Content

Key Messages:

- | Delivers read transfer speeds up to 95MB per second 633x*
- | Enables users to capture more than 17 hours of HD video; 33,000 photos; or 28,000 songs**
- | Includes a USB 3.0 reader for high-speed card-to-computer transfer

Multimedia Elements:

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

MILPITAS, Calif., March 23, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the new 200GB Lexar[®] High-Performance microSDXC[™] UHS-I memory card. Designed for sports camcorders, tablets, and smartphones, the UHS-I, U1 microSDXC card has read transfer speeds up to 95MB per second (633x)* and can capture up to 17 hours of 4K and Full HD video; 33,000 photos; or 28,000 songs.**

"Professional and everyday photographers are now more passionate about shooting high-quality video, on everything from digital SLRs to sports and aerial cameras," said Steffi Ho, product marketing manager, Lexar. "With the Lexar 200GB microSDXC UHS-I card, photographers can continue to capture and store large amounts of content on the go, without having to worry about running out of space."

The 200GB Lexar High-Performance 633x microSDXC UHS-I card comes with a USB 3.0 reader, which allows for high-speed file transfer of photos and videos from the card to a PC or Mac[®]. The reader is also backwards compatible with USB 2.0 ports and comes with a one-year limited warranty.

The 200GB Lexar High-Performance 633x microSDXC UHS-I card comes with a limited lifetime warranty and includes a lifetime copy of Image Rescue[®] software. Additionally, all Lexar product designs undergo extensive testing in the [Lexar Quality Labs](#) to validate performance, quality, compatibility, and reliability with more than 1,100 digital devices. The new card is currently available for purchase with an MSRP of \$129.99. For more information about Lexar products, visit www.lexar.com.

Follow us online!

Twitter: <http://twitter.com/LexarMemory>

YouTube[™]: www.youtube.com/c/LexarMemory

Facebook: www.facebook.com/LexarMemory

Instagram: <https://instagram.com/LexarMemory>

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, storage drives, 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. For more information or support, visit www.lexar.com.

Lexar. When Memory Matters.[®]

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.

Note: Limited lifetime warranty is limited to 10 years in Germany.

*Up to 95MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary.
x=150KB/s.

***Based on 200GB capacity. 16-megapixel JPEG. 200-kbps MP3 audio. HD 1080p @ 30fps (15Mbps).
Actual number of photos, songs, and hours will vary depending on camera/device model, format resolution and compression, usable capacity, and bundled software.*

Some of the listed storage capacity is used for formatting and other purposes and is not available for data storage. 1 GB equals 1 billion bytes.

©2016 Micron Consumer Products Group, Inc. All rights reserved. Information, products, and/or specifications are subject to change without notice. Neither Lexar nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. Lexar, the Lexar logo, and Image Rescue are trademarks of Micron Consumer Products Group, Inc. Micron, the Micron logo, and When Memory Matters are trademarks of Micron Technology, Inc. All other trademarks are the property of their respective owners. Micron Consumer Products Group, Inc. is a subsidiary of Micron Technology, Inc.

Micron Consumer Products Group, Inc. 590 Alder Drive, Milpitas, CA 95035

Media Contact:
Andrew Rodger
Matter Communications
(978) 499-9250 x233
andrew@matternow.com
www.lexar.com