



News Release

FOR IMMEDIATE RELEASE

Elpida Memory Announces Management Personnel and Organizational Changes

Tokyo, Japan, November 14, 2011 – Elpida Memory Inc. (“Elpida”, Tokyo : 6665 JP), the Japanese chip maker and the world’s 3rd biggest dynamic random access memory or DRAM maker, today announced that as of November 14 the company’s Sales Office and the Technical Marketing Group will be merged into one unit, to be named the “Sales & Marketing Office.”

Elpida also announced a personnel change. Yasushi Takahashi, a managing director and an Officer of the DRAM Business Unit, has been appointed as Chief Sales Officer (CSO) effective today. The current CSO, Oliver Chang, will work with Mr. Takahashi as his deputy. Mr. Takahashi will be in charge of Elpida’s global sales, marketing and customer support strategy. While serving as deputy, Mr. Chang will remain as the officer in charge of global sales and marketing.

Mr. Takahashi is an expert in DRAM technology and has contributed to Elpida’s most advanced technology design and development. Using his innovation skills he will lead business operations in the Sales & Marketing Office and work to expand sales.

The new Sales & Marketing Office will have the mission of expanding global sales and marketing. Elpida considers it vital to integrate sales and technical marketing function in order to support customers in design-in, product development, production, delivery and quality. This approach will make it easier to present customers with valuable product proposals and enhance the delivery of technology, especially in the non-commodities DRAM business.

In addition to existing commodity DRAMs, the new Office will strengthen sales and marketing of products used in smartphone, tablet devices, ultra-thin notebook PCs and other new product areas. It will also target non-commodity DRAMs used in digital consumer products, high-speed graphics products and high-density memory for servers. Sales people and field engineers will work closely together to enhance Elpida’s status as a speedy and flexible memory solutions provider.

New Organization



Changes in executive officer responsibilities

(Only officers whose responsibilities have changed are shown.)

Name	New/amended position	Previous position
Oliver Chang	<u>Sales & Marketing Office Deputy</u>	<u>Chief Sales Officer (CSO)</u>
Yasushi Takahashi	<u>Executive Officer of Sales & Marketing Office</u> (CSO)	<u>DRAM Business Unit Deputy and</u> <u>Technology Development Office Deputy</u>

About Elpida Memory, Inc.

Elpida Memory, Inc. (Tokyo: 6665) is a leading manufacturer of Dynamic Random Access Memory (DRAM) integrated circuits. The company's design, manufacturing and sales operations are backed by world class technological expertise. Its 300mm manufacturing facilities, consisting of its Hiroshima Plant and a Taiwan-based joint venture, Rexchip Electronics, utilize the most advanced manufacturing technologies available. Elpida's portfolio features such characteristics as high-density, high-speed, low power and small packaging profiles. The company provides DRAM solutions across a wide range of applications, including high-end servers, mobile phones and digital consumer electronics. More information can be found at <http://www.elpida.com>.

Information in this news release is current as of the timing of the release, but may be revised later without notice.

Press Contact:

Mikako Nakajima

Elpida Memory, Inc. (Tokyo, Japan)

Tel: +81-3-3281-1500

E-mail: press@elpida.com