



October 13, 2015

Lexar Announces Additions to USB Flash Drive Line Including New JumpDrive M20c Featuring a USB Type-C Connector

New Type-C and iOS Products Allow Easy File Transfer and Sharing

Key Messages:

- Lexar JumpDrive M20c features a 2-in-1 design to include a USB Type-C and USB 3.0 connector with performance up to 150MB/s read and 60MB/s write*
- Lexar JumpDrive M20i features a retractable 2-in-1 design to include a Lightning® and USB 3.0 connector with USB 3.0 performance up to 95MB/s read and 20MB/s write**

Multimedia Elements:

- [Lexar Image Gallery](#)
- [Lexar JumpDrive M20c USB Type-C Flash Drive Product Information](#)
- [Lexar JumpDrive M20i USB 3.0 Flash Drive Product Information](#)

MILPITAS, Calif., Oct. 13, 2015 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced two additions to its mobile USB 3.0 flash drive line: the Lexar® JumpDrive® M20c and the Lexar JumpDrive M20i. The Lexar JumpDrive M20c is designed for use with next-generation USB Type-C devices, and features two connectors - USB Type-C and USB 3.0 - to allow users to easily share content between smartphones, tablets, and computers. The Lexar JumpDrive M20i is designed for use with iOS devices, enabling users to easily offload and move photos and videos between an iPhone®, iPad®, and computers.

"The long-awaited reality of Type-C connectivity is here, and the new Lexar JumpDrive M20c is meeting the emerging demand for a solution that allows users to quickly and easily share content across next-generation and legacy devices," said Aaron Lee, director of product marketing, Lexar. "With the endless amount of content being created, captured, and consumed every day, it's easy to run out of space on your smartphone or tablet. Both the Lexar JumpDrive M20c and Lexar JumpDrive M20i provide users with an easy way to transfer, share, and offload content on the go."

Lexar JumpDrive M20c

The Lexar JumpDrive M20c leverages USB 3.0 performance with up to 150MB/s read and 60MB/s write speeds.* Users can transfer a 3GB HD video clip in less than one minute, compared to the four minutes it takes using a standard USB 2.0 drive.*** Its reversible design of the Type-C connector means no fumbling to insert it correctly. It also easily expands the memory of your devices providing more room for your favorite images and videos. For added versatility, the drive is backwards compatible with USB 2.0 devices.

Lexar JumpDrive M20i

The Lexar JumpDrive M20i drive features a Lightning® and USB 3.0 connector, making quick work of offloading files on the go—no charging or battery needed, and no network required. It works with the use of a free file management app from the App Store which allows users to back up files when connected, and automatically and securely syncs files on the go. The JumpDrive M20i provides read speeds up to 95MB/s and write speeds up to 20MB/s.** For added versatility, the drive is backwards compatible with USB 2.0 devices.

Both the Lexar JumpDrive M20c and M20i are compatible with PC and Mac® systems and come with a three-year limited warranty. Furthermore, all Lexar product designs undergo extensive testing in the [Lexar Quality Labs](#) facilities with more than 1,100 digital devices, to ensure performance, quality, compatibility, and reliability. The new JumpDrive M20c USB Type-C flash drives have MSRP's of \$20.99 (16GB), \$27.99 (32GB), and \$41.99 (64GB) and the new JumpDrive M20i have MSRP's of \$49.99 (16GB), \$69.99 (32GB), and \$99.99 (64GB). Both will be available in October. For more information, visit

www.lexar.com.

Follow us online!

Twitter: www.twitter.com/lexarmemory

YouTube™ www.youtube.com/lexarmedaiinc

Facebook: www.facebook.com/LexarMedia

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.

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

**USB 3.0 connector: Up to 95MB/s read transfer, write speeds lower. Lightning connector: Up to 15MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. x=150KB/s.

***Based on 64GB capacity, 3.2 video, HD 1080p@30fps (46 Mbps) video.

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

To ensure compatibility and best performance, please visit lexar.com/downloads to download the latest USB 3.0 driver.

Security safeguards, by their nature, are capable of circumvention. Lexar does not guarantee data will be 100% secure from unauthorized access, alteration, or destruction.

©2015 Micron Consumers Products Group, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo, and JumpDrive are trademarks or registered trademarks of Micron Consumer Products Group, Inc. The Micron logo and When Memory Matters are registered trademarks of Micron Technology, Inc. iPhone, iPad, Lightning, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. All other brand or product names are trademarks or registered trademarks of their respective holders. Micron Consumer Products Group, Inc. is a subsidiary of Micron Technology, Inc. Neither Micron Consumers Products Group, Inc. nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography.

CONTACT: Media Contact:

Andrew Rodger

Matter Communications

978.518.4516

andrew@matternow.com

www.lexar.com