



News Release

FOR IMMEDIATE RELEASE

Elpida Reports Business Impact Resulting from Japan's Earthquake

Tokyo, Japan, March 14, 2011 – Elpida Memory, Inc. (TOKYO: 6665), Japan's leading global supplier of Dynamic Random Access Memory (DRAM), today said that it is working as fast as possible to assess the business impact of the major earthquake that struck northeastern Japan on March 11.

Elpida provided the following business status report based on information available as of March 12:

Hiroshima Plant

The Hiroshima Plant suffered little impact because it is located in Hiroshima in the southwest of Japan, far from the northeastern regions struck by the earthquake.

As of the morning of March 12 the Plant is operating normally without any need to scrap wafers due to seismic effects.

Akita Elpida Memory

The Akita Elpida plant is not in operation as of the time of this announcement due to power shut down caused by the earthquake. As soon as the electricity comes back on, normal business operations can be resumed. There is no damage to the manufacturing equipment.

Materials

Elpida is working to communicate with suppliers but available information is currently insufficient. The company will continue to gather and analyze all information from suppliers.

Logistics and distribution

Normal operations are expected to today.

Elpida cautions that information remains incomplete. Company officials indicate that avoiding confusion or misunderstandings about business operations will depend on allowing more time to make a full assessment. Currently, managers and employees are working as fast as possible to carefully check operations at every level to make sure that business can proceed normally.

About Elpida

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 personal computers, servers, mobile devices 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.

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