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New Lexar microSD Reader with Lightning Connector Allows for Rapid Transfer and Easy Offload of Content for On-the-Go Users

Reader Designed for Management of Video and Photo Content from Sports and Aerial Cameras to the Latest iOS Devices

Key Messages:

- | Easily offload and transfer content to or from an iPhone® or iPad®
- | Great for users looking to capture photos or video with a sports camcorder or aerial camera
- | Small, portable design offers a Lightning® connector for rapid transfer of content

Multimedia Elements:

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

MILPITAS, Calif., April 14, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the Lexar® microSD™ Reader, allowing users to easily offload content from their sports camcorder or aerial camera to an iPhone® or iPad®. The small, portable reader features a Lightning® connector for quick transfer of files on the go, allowing users to view and playback photos and videos on their Apple device*. It also works with an easy-to-use and free file management app on the App Store®.**

"Users who are looking to capture more content in real time while on the move can find it challenging to manage that content, especially in an iOS device," said Steffi Ho, product marketing manager, Lexar. "Shooters can now take advantage of the large screens and connectivity of their iOS devices by editing and uploading content captured on their action sports and aerial cameras wirelessly. Users no longer need to wait until they're back in front of their main computer at home or in the office to upload content captured on-the-go."

The new microSD Reader also allows users to offload files and store more on the card, creating more device space to capture content on the go. It also provides an easy way to move files from Android™ or other microSD-based device to an iPhone or iPad, and swap content between iOS devices. It has a small, portable design that makes it easy to take on the go, and its Lightning connector fits with most iOS cases, providing simple plug-and-play functionality. Furthermore, the microSD reader works with a free file management app on the App Store, allowing users to back up files when connected.

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 microSD Reader is available for purchase in April 18, 2016 with an MSRP of \$41.99, and includes a one-year limited warranty. For more information about Lexar products, visit www.lexar.com.

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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.

* Files supported: Music—MP3/CAF/ACC/AIF/WAV/AIFF/M4A. Video—AVI/FLV/MP4/MOV/M4V/MKV/MPG/RM/RMVB/WMV.

** App required for product use.

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