



News Release

FOR IMMEDIATE RELEASE

Elpida Memory Announces Changed Management Responsibilities for Two Corporate Officers

Tokyo, Japan, August 1, 2011 – Elpida Memory, Inc. (Tokyo: 6665), Japan's leading global supplier of Dynamic Random Access Memory (DRAM), today announced the following changes in management responsibilities for two corporate officers effective immediately.

The changes in responsibilities are as follows:

Name	New/amended position	Previous position
Takao Adachi	In charge of New Memory Development <u>as well as Investor Relations and Public Relations</u>	In charge of New Memory Development
Takehiro Fukuda	Executive Officer, Finance & Accounting Office – Global head of Treasury	Executive Officer, Finance & Accounting Office – Global head of Treasury – <u>Responsible for External Relations</u>

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 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.

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