



September 20, 2016

Lexar Expands Suite of Mobile Storage Products with C20c and C20m JumpDrives

New 3-in-1 USB Flash Drives Enhance C Series Line, Offering Premium Storage and Charging Capabilities in a Convenient Cable Design

Key Messages:

- | Allows for easy transfer and content sharing between devices
- | Expands the memory of devices
- | Leverages USB 3.1 (Gen 1) technology for fast file transfer
- | New products support devices with either next-generation USB Type-C (USB-C) or micro-USB ports

Multimedia Elements:

- | [Lexar Image Gallery](#)
- | [JumpDrive C20c Product Information](#)
- | [JumpDrive C20m Product Information](#)

COLOGNE, Germany, Sept. 20, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced two high-performance storage solutions to easily transfer and share content between devices with USB Type-C or micro-USB port. The Lexar® JumpDrive® C20c USB Type-C flash drive (USB-C) and JumpDrive C20m micro-USB flash drive are the newest products to join the premium suite of C-series mobile products, including the Lexar JumpDrive C20i flash drive. The new JumpDrive products are being launched at Photokina 2016.

"Today's users are capturing and storing immense amounts of high-quality content on their devices every day," said Yeon Kim, product marketing manager, Lexar. "Both the Lexar JumpDrive C20m and Lexar JumpDrive C20c provide users with an easy way to transfer, share, and offload content on the go."

The Lexar JumpDrive C20c USB Type-C flash drive allows users to seamlessly move files between next generation Type-C devices and computers. This premium 3-in-1 drive features both USB Type-C and standard USB-Type A connectors in a convenient charging cable design to provide high-speed performance for fast file transfer with speeds up to 150MB/s read and 60MB/s write. ** **The Lexar JumpDrive C20m micro-USB flash drive** is a 3-in-1 solution that features both micro-USB and standard USB Type-A connectors that allows users to easily transfer files between On-The-Go (OTG)-enabled Android™ tablets and smartphones. * Both drives utilize USB 3.1 (Gen 1) performance for fast file transfer, with speeds up to 150MB/s read and 60MB/s write. ** Both JumpDrives are compatible with PC and Mac® systems and backwards compatible with USB 3.0 and 2.0 devices, and will be available in capacities of 32GB, 64GB, and 128GB. Both drives have a three-year limited warranty.

To help complement the new USB flash drives, Lexar is also introducing a removable kickstand accessory with the JumpDrive C20i. The C20i with kickstand is part of the C series, a suite of mobile storage products providing premium storage and charging capabilities in a convenient cable design. It is designed to work with an iPhone® and will be sold exclusively through Amazon.com. Lexar will showcase its latest high-performance memory solutions and new JumpDrive USB flash drives, including the JumpDrive C20c and JumpDrive C20m at Photokina 2016, Hall 2.1, Booth B030.

The new JumpDrive C20c USB Type-C flash drive has MSRPs of \$27.99 (32GB), \$39.99 (64GB) and \$69.99 (128GB) while the JumpDrive C20m micro-USB flash drive has MSRPs of \$21.99 (32GB), \$34.99 (64GB) and \$54.99 (128GB). 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. For more information about Lexar products, visit www.lexar.com.

Follow us online!

Twitter: <https://twitter.com/LexarMemory>

YouTube™: www.youtube.com/c/LexarMemory

Facebook: www.facebook.com/LexarMemory
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. (Nasdaq:MU) 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.

* Requires Android™ platform 4.1 or higher with USB On-The-Go (OTG) compatibility. Contact your device manufacturer for details.

** Up to 150MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. Actual usable memory capacity may vary. 1GB equals 1 billion bytes.

©2016 Micron Consumer Products Group, Inc. All rights reserved. Information, products, and/or specifications are subject to change without notice. Neither Lexar nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. Lexar, the Lexar logo, and JumpDrive are trademarks of Micron Consumer Products Group, Inc. Micron, the Micron logo, and When Memory Matters are registered trademarks of Micron Technology, Inc. Android is a trademark of Google Inc. iPhone and Mac are trademarks or registered trademarks of Apple Inc., registered in the U.S. and other countries. All other trademarks or registered trademarks are the property of their respective owners. Micron Consumer Products Group, Inc. is a subsidiary of Micron Technology, Inc.

Micron Consumer Products Group, Inc. 590 Alder Drive, Milpitas CA 95035

Media Contact:
Michael Busack
Matter Communications
Phone: (617) 874-5207
mabusack@matternow.com
www.lexar.com