



September 20, 2016

Lexar Celebrates 20 Years of Memory Technology and Innovation

Lexar Marks Two Decades of Developing Industry-Leading Flash Memory Cards and USB Solutions to International Customers

COLOGNE, Germany, Sept. 20, 2016 (GLOBE NEWSWIRE) -- Lexar (Nasdaq:MU), a leading global brand of flash memory products, is commemorating its 20th anniversary of developing industry-leading flash memory solutions for digital imaging, consumer electronics, industrial, and communications markets. Originally established in 1996, and acquired by Micron Technology, Inc. in 2006, Lexar has created forward-thinking imaging and digital storage solutions, forged partnerships with technology leaders, and grown its loyal customer base across the world. Lexar's 20th anniversary and its two decades of memory innovation were recently celebrated at a ceremony at Lexar's headquarters in Milpitas, CA.

"For 20 years, we've been focused on listening to the storage and imaging needs of our customers and creating the solutions they're demanding," said Wes Brewer, vice president and general manager of the Lexar Products Group. "We are taking this approach into the next 20 years, leading the charge to offer better ways to reliably capture, store, and transfer high-quality digital content for photographers and videographers of all levels."

Since it was founded in 1996, Lexar has introduced numerous pioneering products, including high-speed memory cards, high capacity USB flash drives, and workflow-improving readers. With more than 80 patents, Lexar products have consistently improved the digital imaging experience and the removable storage needs of students, consumers and professionals while forging partnerships that keep Lexar at the forefront of industry trends.

Micron Technology, Inc., one of the world's leading providers of advanced semiconductor solutions, acquired Lexar in 2006, strengthening Lexar's ability to develop and market impactful, uniquely-designed products for the last 10 years. Since then, Lexar has not only introduced inventive product lines in memory and storage, but also worked with major partners from other industries to strengthen its brand presence and global distribution networks.

"Now more than ever, consumers need dependable solutions to capture and store large amounts of high-quality content on the go," Brewer said. "Lexar routinely partners with brands that offer pioneering technology that demands equally cutting-edge, reliable storage. We also prioritize working with camera and device manufacturers on a regular basis, to ensure maximum compatibility with our products. Whether you're using a JumpDrive to store large files before an important presentation, or using our Professional 1800x microSD[™] with a GoPro action camera, professionals and hobbyists alike can feel confident that Lexar has worked tirelessly to ensure their storage solution is up to the task."

Lexar will be showcasing its latest products and highlighting its 20th anniversary at Photokina 2016, Hall 2.1, Booth B030.

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. 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.

©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 and the Lexar logo are trademarks of Micron Consumer Products Group, Inc. Micron, the Micron logo, and When Memory Matters are registered trademarks of Micron Technology, Inc. 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
mbusack@matternow.com
www.lexar.com