

FOR IMMEDIATE RELEASE

Elpida Memory Announces Management Personnel and Organizational Changes and Nominates Candidates for Board of Directors

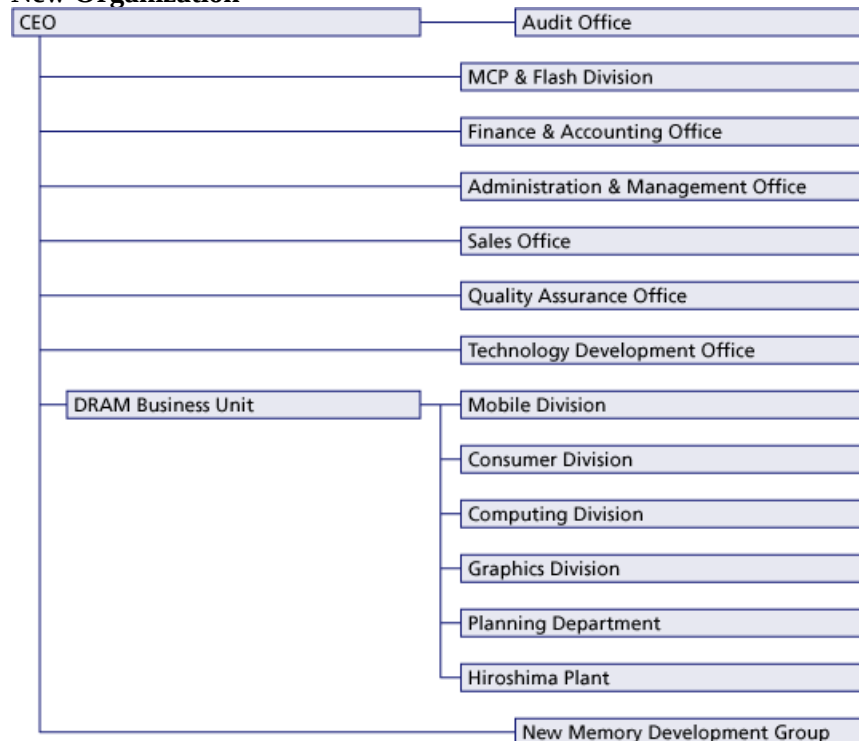
Tokyo, Japan, April 1, 2011 – Elpida Memory, Inc. (Tokyo: 6665), Japan’s leading global supplier of Dynamic Random Access Memory (DRAM), today announced the following management personnel and organizational changes effective April 11. The company has also nominated two candidates for its board of directors and will propose these nominations to the upcoming annual general shareholders’ meeting scheduled for June 2011.

1. Organizational and management personnel changes effective April 11

(1) Organizational changes

- The Mobile & Consumer Division and the Computing & AMD Division have been reorganized into the Mobile Division, Consumer Division, Computing Division and Graphics Division.
- The DRAM Technology Development Office has been renamed the Technology Development Office.

New Organization



(2) A new executive officer has been appointed and the following changes in officer responsibilities have been made. (Only **officers** whose responsibilities have changed are shown.)

Name	New/amended position	Previous position
Yukio Sakamoto	Chief Executive Officer (CEO)	Chief Executive Officer (CEO) <u>Head of DRAM Business Unit</u>
Shuichi Otsuka	<u>Assistant to President Sakamoto</u>	<u>Chief Operating Officer (COO)</u> <u>and in charge of MCP & Flash Division</u>
Takao Adachi	<u>In charge of New Memory Development as well as China Business and New Alliances</u>	<u>CTO (New Memory)</u> <u>In charge of New Memory Development and Strategic Alliances</u>
Yasushi Takahashi	<u>DRAM Business Unit Deputy and Technology Development Office Deputy</u>	<u>In charge of Computing Division, DRAM Business Unit</u>
Yoshitaka Kinoshita	<u>Chief Operating Officer (COO)</u> <u>Head of DRAM Business Unit</u>	<u>DRAM Business Unit Deputy</u> <u>and in charge of Mobile & Consumer Division, DRAM Business Unit</u>
Hideki Gomi	<u>CTO</u> <u>In charge of Technology Development Office and MCP & Flash Division</u>	<u>CTO (DRAM Technology)</u> <u>In charge of DRAM Technology Development Office</u>
Shigeru Shiratake	<u>In charge of Device Integration Technology, Technology Development Office</u>	<u>DRAM Technology Development Office Deputy and in charge of Device Integration Technology</u>
Masayuki Nakamura (Newly appointed)	<u>In charge of Advanced DRAM Design, Technology Development Office</u>	—

2. Executive changes to be proposed to the annual general shareholders' meeting in June

(1) Candidates for board of directors

Yoshitaka Kinoshita

Yasushi Takahashi

(2) Retiring director

Shuichi Otsuka

Professional history of new appointee candidates for Elpida's board of directors

Yoshitaka Kinoshita Born: Jan. 8, 1958	Apr. 1982	Entered Hitachi, Ltd.
	Feb. 1999	Hitachi, Ltd., Department Manager, Advanced DRAM Development Department, DRAM Business Division, Semiconductor & Integrated Circuits Group
	Apr. 2000	NEC-Hitachi Memory, Inc., Deputy Department Manager, 2nd Development Department, Development Division
	Oct. 2000	NEC-Hitachi Memory, Inc., Department Manager, 2nd Design Department, 1st Design Division
	Jan. 2003	Elpida Memory, Inc., Division Manager, Server and PC Division, PD&O Office
	Apr. 2004	Elpida Memory, Inc., Executive Officer, Server and PC Division, PD&O Office
	Oct. 2005	Elpida Memory, Inc., Executive Officer, Digital Consumer Division, PD&O Office
	Jun. 2006	(to now) Walton Advanced Engineering Inc., Director (Act)
	Jan. 2009	Elpida Memory, Inc., Executive Officer, Mobile & Consumer Division, DRAM Business Unit
	May. 2009	(to now) Akita Elpida Memory, Inc., Director
	Sep. 2010	(to now) Elpida Memory, Inc., Executive Officer, DRAM Business Unit Deputy and in charge of Mobile & Consumer Division, DRAM Business Unit
Yasushi Takahashi Born: Dec. 14, 1959	Apr. 1985	Entered Hitachi, Ltd.
	Oct. 2000	NEC Hitachi Memory, Inc., Project Manager, 1st Design Department, 2nd Design Division
	Apr. 2005	Elpida Memory, Inc., Executive Professional, Product Design Group, Server & PC Division, PD&O Office
	Jan. 2006	Elpida Memory, Inc., Executive Manager, 2nd Product Design Group, Server & PC Division
	Jan. 2007	Elpida Memory, Inc., Executive Officer, Server & PC Division (Act)
	Mar. 2007	Powerchip Semiconductor Corporation (Current Powerchip Technology Corporation), Director
	Mar. 2007	Powertech Technology Inc., Director
	Aug. 2008	Elpida Memory, Inc., Executive Officer, Server & PC Division, DRAM Business Unit
	Mar. 2010	Rexchip Electronics Corporation, Director
	Sep. 2010	(to now) Elpida Memory, Inc., Executive Officer, Computing Division, DRAM Business Unit

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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