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New Lexar Portable Solid State Drive Solution Delivers Mobile Convenience and High-Speed Performance

New Portable SSD Enhances Workflow, Enabling Users to Quickly Store and Access Data On the Go

Key Messages:

- | Allows users to quickly store and access data, offering read transfer speeds up to 450MB per second¹
- | High-speed performance up to six times faster than traditional external hard drives²
- | Available in 256GB and 512GB capacities
- | Compatible with the Lexar Professional Workflow HR1 and Professional Workflow HR2 to dramatically accelerate workflow

Multimedia Elements:

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

MILPITAS, Calif., Jan. 06, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the Lexar[®] Portable SSD, which is designed to deliver a high-speed storage solution for professionals requiring the ability to quickly store and access data on the go. This compact and durable portable solid state drive delivers read transfer speeds up to 450MB per second,¹ making it easy to quickly access, drag and drop, or back up movies, music, photos, and files.

With high-speed performance up to six times faster than traditional external hard drives,² the Portable SSD serves as an effective tool for business and personal use by providing mobile access to everything from documents to high-definition video, photos, and music libraries. Available in 256GB and 512GB capacities, the Lexar Portable SSD features an LED capacity meter to easily gauge available storage space. Additionally, the Lexar Portable SSD is compatible with the Lexar Professional Workflow line of products, enabling photographers and videographers to easily create a custom workflow solution that best suits their needs.

"Driven by the demand for quick, easy, and mobile access to content, SSDs are being recognized as a key supplemental storage solution for everyday use by professionals across industries, including photographers and videographers," said Steffi Ho, product marketing manager, Lexar. "The Lexar Portable SSD seamlessly manages personal, entertainment, and business content, and is another example of our commitment to meeting our customers' evolving storage needs."

"Tech-savvy consumers and professionals that require storage on-the-go are quickly realizing that solid state drives provide the best of durability, portability, and speed that delivers the dramatically improved productivity necessary for today's workflow," stated Eric Endebrock, vice president of storage marketing, Micron Technology. "Lexar's new external, Portable SSD solution was developed to meet these needs, providing users with an enhanced workflow experience."

The Lexar Portable SSD comes with a limited two-year warranty. Furthermore, 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 Lexar Portable SSD will be available in Q1 2016 with MSRPs of \$149.99 (256GB) and \$249.99 (512GB). 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.

¹ Up to 450MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary.

² Speeds based on internal testing. Actual performance may vary.

Actual usable memory capacity may vary. 1GB equals 1 billion bytes.

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

Media Contact:

Andrew Rodger

Matter Communications

(978) 499-9250 x233

andrew@matternow.com

www.lexar.com