

Innovative Memory Solutions from Lexar Media Help Consumers Optimise their Mobile Lifestyle

Lexar Products Maximise Performance and Capacity of Popular Mobile Devices

Lexar Mobile Lifestyle Key Messages:

Designed to enhance the capabilities and applications

of mobile devices Enable consumers to capture and share more content Enhance performance of netbook and notebook computers Solutions for consumers managing and capturing content on the go Wide range of products compatible with most mobile devices

Sydney, Australia 4th June 2010: Lexar Media, a leading global provider of memory products for digital media, today announced the Australian availability of Lexar mobile lifestyle solutions, a comprehensive line of products designed to enhance the storage and performance capabilities of mobile phones, notebook and netbook computers, and other mobile-connected devices. With more than a decade of experience of creating high performance digital media solutions for professional and amateur photographers alike, Lexar is bringing its industry leading technology to the mobile market to improve consumers mobile lifestyle experience.

The Lexar mobile lifestyle line of solutions-based products includes the Lexar High-Speed Mobile microSDHC card for high-megapixel camera phones which capture high-definition (HD) video; Lexar microSDHC and Memory Stick Micro (M2) cards for basic mobile storage and the Lexar Mobile USB Card Reader that reads microSD, microSDHC, and M2 cards and provides easy transfer between devices. The mobile lifestyle line also includes Lexar Netbook/Notebook Performance Upgrades, which are DRAM-based products to enhance the performance of netbook and notebook computers.

It

is a well known fact Australians are early adopters of technology and with mobile device technologies continuing to converge, consumers are using their mobile phones and netbooks to download, store, and transfer more multimedia content such as music, video, and photos than ever before, said Richard

Clarke, ANZ national sales manager, Lexar Media. To make the most of their mobile device consumers need a high-performance, high capacity and reliable memory solution to enhance the users content management capabilities and overall mobile experience.

As

Lexars latest offering in the mobile lifestyle solution line, the new Lexar High-Speed Mobile microSDHC card allows mobile users to store, transfer, and manage superior-quality HD (High-Definition) and near-HD video and photos supported by todays high-performance camera phones. This high-speed (Class 6) microSDHC card is part of a high-performance kit that includes a Lexar USB card reader that enables fast transfer of files between phones and computers, and sideload software to easily transfer and manage personal videos, music, and photos between devices. The software also enables users to share their photos and videos on the most popular social media websites. The Lexar High-Speed Mobile microSDHC card is available in 8GB and 16GB capacities and includes a 10-year limited lifetime warranty for assured performance and reliability.*

The Lexar Netbook/Notebook Performance Upgrade, available in 1GB and 2GB capacities, is designed for mobile users looking to boost the system performance of their portable computers. Upgrading DRAM memory is the most inexpensive way to increase overall system performance and maximise the mobile capabilities of todays latest netbook and notebook computers. Easy-to-install memory upgrades allow for faster multitasking and web browsing and increase performance of multimedia and software applications.

Availability and pricing

The Lexar mobile lifestyle product range is available now on Lexar.com, in specialty consumer electronics outlets including Dick Smith Electronics, Harvey Norman and Myer.

Lexar High-Speed Mobile microSDHC 8GB AU\$41.90 / 16GB AU\$101.55

Lexar microSDHC 2GB AU\$13.65
/ 4GB AU\$21.10 / 8GB AU\$36.67

Lexar Memory Stick Micro (M2) 4GB AU\$43.65 / 8GB AU\$55.21 / 16GB AU\$99.40

Lexar Mobile USB Card Reader AU\$12.60

Australian

distributors of Lexar Media products include: Cellnet Group Limited

Ph: 1300 235 563 and WestGroup International Ph: 1300 130 578.

The Lexar mobile lifestyle solutions line provides consumers with the reliability they have come to expect from Lexar, backed by Microns industry-leading technology. All Lexar products are tested in the Lexar Reliability Lab to ensure quality, performance, and compatibility. Lexar is proud to provide customers with a higher level of confidence in their mobile memory, whether they are capturing an unforgettable moment on their handheld device, or surfing the web on their netbook.

* USB reader includes a one-year limited warranty.

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About Lexar Media Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar Media offers products in all major flash and DRAM memory categories, including consumer and enterprise-level USB flash drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. For computers, Lexar Media offers more than 250,000 upgrades for 40,000 systems, including a full range of DRAM computer memory upgrades for PCs and Mac systems, and solid state drives (SSDs). An industry leader in innovative, patented flash memory technology, Lexar Media is vertically

integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar products, visit www.lexar.com/au.

For more information about Crucial products, visit www.crucial.com, www.crucial.com/uk or www.crucial.com/eu.

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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 DRAM, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the NASDAQ Global Select Market under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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