

Lexar Increasing Speed of Popular Professional 133x Line Memory Cards to 233x

New CompactFlash cards deliver workflow-enhancing benefits for digital SLR photographers

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2009

Lexar Media, a leading global provider of memory products for digital media, announced today that it has enhanced the performance of its Professional line of CompactFlash (CF) memory cards to 233x, a significant speed advancement over the line's previous speed-rating of 133x.

The Lexar Professional 233x CF memory cards are UDMA (Ultra Direct Memory Access) enabled and capable of minimum-sustained read and write speeds of 35MB per second a considerable improvement over the previous read and write speeds of 20MB per second.

These memory cards are available in 2GB, 4GB and 8GB capacities and deliver professional-level performance for a wider range of digital SLR users, including professionals and photo enthusiasts.

Lexar Media's Mathew Luu, Marketing Manager A/NZ and South Asia commented; "According to the PMA's Australian Digital Imaging Survey, Australians captured nearly 2.3 million digital images in 2008. Such an incredible number of images create a requirement for high quality shooting equipment which can store quality images while keeping up with continuous shooting for both professional and amateur enthusiast photographers. The new Lexar CompactFlash memory cards transfer data at significantly faster speeds while giving users the capacity and reliability they need."

Lexar Professional 233x CF cards also improve digital imaging workflow and convenience by reducing the time needed to transfer images from the card to the host computer. The new cards are also complemented by the line of Lexar Professional UDMA-compatible high-speed card readers.

The

Professional 233x CF line enhances the performance of the broad Lexar Professional line, which includes Lexar Professional 300x CF products ranging from 2GB to 16GB in capacity and Lexar Professional Secure Digital 133x products ranging from 2GB to 8GB. With this enhancement to the line, Lexar provides improved performance and choice of capacity throughout its Professional memory card offering.

The Lexar Professional 233x CF cards include a limited lifetime warranty, free dedicated technical support, and the full version of Lexar Image Rescue 3, Lexar's award-winning image recovery software.

For more information about Lexar Professional 233x CF cards, please visit www.lexar.com/au.

Availability and Pricing

The Lexar Professional 233x CF memory cards are available now.

Australian distributors of Lexar Media products include: WestGroup Ph: 1300 130 578 and Ingram Micro Ph: +61 2 9381 6000.

The New Zealand distributor of Lexar Media products is T. A. Macalister New Zealand Ph: 649-303-4334 Fax: 649-309-6502 E: tamac@macalister.co.nz
Web: <http://macalister.co.nz/>

The suggested retail prices are:

- Lexar Professional 233x CF memory card 2GB AU\$45.90 / NZ\$55.55

- Lexar Professional 233x CF memory card 4GB AU\$69.70 / NZ\$84.35

- Lexar Professional 233x CF memory card 8GB AU\$117.40 / NZ\$142.15

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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 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 also offers a full range of DRAM computer memory upgrades for PCs and Mac systems, and solid state drives (SSD). An industry leader in innovative, patented flash memory technology, Lexar is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar, visit www.lexar.com/au. For more information about Crucial products, visit www.crucial.com, www.crucial.com/uk or www.crucial.com/eu. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

About

Micron Technology, Inc.

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 New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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