

Lexar Media Announces High-Capacity 128GB Echo SE Portable Backup Solution

Small-Sized Drive Provides Flash-Based, Secure Backup Solution for Netbook and Notebook Users

Echo SE key features:

High-performance, ultra-portable, flash-based

backup solution designed for netbook and notebook users High-speed performance up to 28MB/s read and 10MB/s write* Activates when plugged in, providing automatic, continuous backup 128GB capacity enables users to fully and continuously back up large volumes of data in one location One of the smallest 128GB backup solutions on the market Built-in, no-touch software automatically backs up files in use, with the optional 128-bit AES file encryption

Multimedia Elements:

Lexar Image Gallery Supporting
Product Info

Sydney, Australia - 22 July, 2010:

Lexar Media, a leading global provider of memory products for digital media, today announced the addition of the 128GB Echo SE backup drive to the popular Echo line of portable backup solutions. Designed to protect valuable data on netbook and notebook computers, the Echo SE drive now offers up to 128GB of storage, allowing users to automatically back up more essential files anytime, anywhere.

Once backup is complete, the Echo SE drive easily slips into a pocket or bag for portability with the knowledge that critical files are backed up if a laptop is lost or stolen. More than 15 percent shorter than other 128GB backup drives, the high-performance Echo SE provides a way to easily backup data, with the reduced risk of accidental in-drive damage.

High-performance Echo SE is an ultra-portable drive that easily plugs into a computers USB port to perform automatic backup of files, at read speeds up to 28MB/s and write speeds up to 10MB/s.* The drive is interoperable between Windows XP, Windows Vista™, and Windows 7, as well as Mac OS X operating systems, allowing data to be seamlessly accessible whether using a PC or Mac computer. The Echo SE backup drive is available in capacities of 16GB, 32GB, 64GB and 128GB.

The higher the capacity of your backup solutions, the greater volume of data you can easily and conveniently protected against loss, said Richard Clarke, ANZ National Sales Manager, Lexar Media. The addition of the 128GB drive to the Echo SE line provides consumers and businesses embracing a mobile lifestyle with the space they need to back up a large number of files on a single drive.

The Echo SE drive includes versatile, built-in backup software developed by Dmailer for Lexar. Key features include targeted file backup, which stores only specified files and reduces wasted disk space, and file versioning, which backs up a history of files and allows the retrieval of previous versions. The software also offers the ability to create multiple backup plans for multiple computers on one drive. Additionally, the software offers optional 128-bit AES encryption, enabling protection in the event of drive loss.

The Echo backup drive product line also includes the plug-and-stay, low-profile Echo ZE, one of the smallest USB drives in the world at 20.1 by 15.1 millimeters. The Echo ZE is available in capacities of 8GB, 16GB, and 32GB.

Availability and pricing

The Lexar

Echo USB Range is available through Officeworks and on Lexar.com. The recommended retail price for the 132GB is AU\$459.00

Australian distributors of Lexar Media products

include: Cellnet Group Limited Ph: 1300 235 563 and WestGroup International Ph: 1300 130 578.

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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. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit www.lexar.com/au, and for Crucial brand products, visit www.crucial.com.

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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.

*Speeds based on internal testing.

Actual performance may vary.

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