Lexar Media Expands Gaming Line with Memory Stick Micro (M2) and Secure Digital High Capacity (SDHC) Memory Cards

Solutions Enhance Game-Playing Experience, Allow Users to Save Valuable Data and Multimedia Content on Leading Gaming Consoles

Lexar Gaming Line Key Features: Provides users with high-capacity storage for gaming-related content on Sony and Nintendo gaming consoles Gives gamers a reliable way to store music, movies, photos, videos, and Internet favorites on their video game platforms Delivers reliable performance to ensure valuable gaming data is safely downloaded and saved on popular memory card formats Offered in a wide range of form factors for multiple gaming consoleMultimedia elements: Lexar Image Gallery Supporting Product Info Lexar Gaming SDHC Data Sheet Lexar Gaming M2 Data SheetSydney, Australia 8th December, 2009: Lexar Media, a leading global provider of memory products for digital media, today announced the expansion of its line of gaming solutions with the Lexar Gaming Memory Stick Micro (M2) and Gaming Secure Digital High Capacity (SDHC) memory cards. Designed to take the gaming experience to the next level, the cards enable users to reliably save and store gaming data and multimedia content on popular gaming consoles. With the introduction of the new Gaming memory cards, Lexar is expanding its leadership in high-performance digital media gaming solutions to improve the overall video game experience for the growing number of consumers playing and competing on popular gaming consoles.Available in 4GB and 8GB capacities, the Lexar Gaming M2 and Lexar Gaming SDHC memory cards give gamers the ability to store critical gaming data and information, such as cheat codes, checkpoints, custom settings, high scores, bonus materials, and player profiles. The new Gaming memory cards also enable gamers to store and manage games and downloaded multimedia content.Gamers live by their saved gaming data, and everyone from casual to hard-core gamers rely on that information to be available every time they power up their consoles, said Manisha Sharma, director of worldwide memory card product marketing, Lexar Media. Since most gamers play more than one title at a time and use their consoles for Web browsing and photo, video, and music storage, they need memory products that can hold lots of content. The Lexar Gaming M2 and SDHC cards give even the most passionate gamers a way to reliably store their video game information, and help enhance the overall playing experience.The new Lexar Gaming M2 card is compatible with Sony PSPgo and other Sony M2 devices. Lexar also offers the Lexar Gaming Memory Stick PRO Duo card for Sony PlayStation Portable (PSP) and PlayStation 3. The new Lexar Gaming SDHC card is designed for use with Nintendo Wii and Nintendo DSi, and also gives Nintendo DSi users the ability to snap and store photos with the devices two built-in cameras, play back songs and music on their gaming device, and store games downloaded from the Nintendo DSi Shop.* *Wii Menu 4.0 required Availability and pricingLexar Gaming Edition memory cards are available now the recommended retail prices of: Lexar Gaming Memory Stick Micro (M2) card: 4GB AU$39.10 / 8GB AU$49.10 Lexar Gaming Memory Stick PRO Duo card:4GB AU$27.00 / 8GB AU$44.50 Lexar Gaming SDHC card: 4GB AU$19.55 / 8GB AU$36.15 Lexar Gaming SD card: 2GB AU$12.90Australian distributors of Lexar Media products include: WestGroup International Ph: 1300 130 578 and Cellnet Group Limited Ph: 1300 235 563.Memory cards from the Lexar Gaming line can be found at mass market retailers, including Target. The Lexar Gaming line of memory cards 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 gaming memory, whether they are storing important gaming data on their handheld gaming device, or downloading and saving gaming content on their consoles. All Lexar Gaming line products include a five-year limited warranty.For additional information about the Lexar gaming line, visit www.lexar.com/au Follow us online!Twitter: www.twitter.com/lexarmediaFacebook: www.facebook.com/LexarMedia About Lexar MediaLexar 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 (SSDs). 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. Lexar. When Memory Matters.About MicronMicron 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.----------2009 Lexar Media, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo, and When Memory Matters are trademarks of Lexar Media, Inc. Micron, Crucial, the Crucial logo and Ballistix are trademarks of Micron Technology, Inc. Lexar Media, Inc. is an authorised licensee of the CompactFlash trademark. All other brand or product names are trademarks or registered trademarks of their respective holders. Media contact:Kya de R