Lexar Media Introduces Multi-Card 24-in-1 USB Reader For Easy and Reliable File Transfer

All-in-One Solution Enables Concurrent Downloads and Card-to-Card Transfer of Multimedia Files

Multi-Card 24-in-1 USB Reader Key Messages:

Allows for quick and easy download of photo, video, music, and other filesIncludes five slots and supports 24 memory card formatsEnables concurrent downloads to a host computer and card-to-card file transferPop-up design protects card slots when not in useMultimedia Elements: Lexar Image GallerySupporting Product Info Video demonstration connecting the Lexar Multi-Card 24-in-1 Reader to an iPad

Sydney, Australia 6th July 2010 Lexar Media, a leading globalprovider of memory products for digital media, today introduced the LexarMulti-Card 24-in-1 USB Reader. Featuring five slots and supporting 24 popularmemory card formats, the newest reader is an all-in-one solution enablingconcurrent downloads and card-to-card file transfer. The highly versatile cardreader was developed with a unique pop-up design, which allows the card slotsto be protected when not in use, and comes equipped with a Hi-Speed USB 2.0cable. The reader makes it easy to quickly download photo, video, music, andother files from nearly any memory card to a host computer.

The range ofpopular devices supporting flash memory cards grows day by day and now includeseverything from cameras and camcorders to mobile phones and GPS units.However, not all devices support the same format and managing the various cardscan be confusing, causing consumers to mistakenly believe they need to purchasemultiple card readers, said Richard Clarke, National Sales Manager A/NZ, LexarMedia. The Lexar Multi-Card 24-in-1 USB Reader eliminates the need formultiple readers, simplifying the data transfer process for consumers from allmemory card formats.

The LexarMulti-Card 24-in-1 USB Reader supports the following memory cards formats:

CompactFlash slot: CompactFlash Type I and Type IISecure Digital slot: SD, SDHC, miniSD, miniSDHC, MMC, MMCplus, and RS-MMCMobile slot: microSD, microSDHC, and M2Memory Stick slot: Memory Stick, Memory Stick (with MagicGate), Memory Stick PRO, Memory Stick PRO Duo, Memory Stick Duo (with MagicGate), Memory Stick PRO Duo Mark 2, Memory Stick PRO-HG Duo, and Memory Stick PRO-HG Duo HXxD-Picture Card slot: xD-Picture Card, xD-Picture Card Type-M, xD-Picture Card Type-M+, and xD-Picture Card Type-HIn additionto ease-of-use and reliable performance, the Lexar Multi-Card 24-in-1 USBReader provides consumers with the reliability they have come to expect fromLexar Media. All Lexar memory card and card reader designs are tested in theLexar Quality Labs, facilities with more than 800 digital cameras and memorycard devices, to ensure performance, quality, compatibility, and reliability.Lexar performs this extensive testing in an effort to provide customers withthe highest level of confidence.

Availabilityand pricing

The LexarMulti-Card 24-in-1 USB Reader, which includes a one-year limited warranty, isavailable for purchase through specialty photo retailers and consumerelectronics outlets including Dick Smith Electronics, Harvey Norman, Myer andTeds, as well online at Lexar.com for the recommended retail price of AU$42.00.

Australian distributors of Lexar Mediaproducts include: Cellnet Group Limited Ph: 1300 235 563 and WestGroupInternational Ph: 1300 130 578.

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AboutLexar MediaLexar Media is aleading designer, manufacturer, and marketer of NAND flash and DRAM memoryproducts under the Lexar and Crucial brand names. Lexar Media offers productsin all major flash and DRAM memory categories, including consumer andenterprise-level USB flash drives, industry-leading memory cards forphotography, 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 brandproducts, visit www.crucial.com.

Lexar Mediais vertically integrated with Micron Technology, one of the largestsemiconductor manufacturers worldwide. Lexar Media, Inc. is a subsidiary of MicronTechnology, Inc. Lexar Media is a division of Micron Europe Limited, a divisionof Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

Lexar. WhenMemory Matters.

AboutMicron

MicronTechnology, Inc., is one of the world's leading providers of advancedsemiconductor solutions. Through its worldwide operations, Micron manufacturesand markets DRAM, NAND flash memory, CMOS image sensors, other semiconductorcomponents, and memory modules for use in leading-edge computing, consumer,networking, and mobile products. Micron's common stock is traded on the NASDAQGlobal Select Market under the MU symbol. To learn more about MicronTechnology, Inc., visit www.micron.com.

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