

Lexar Media Introduces Portable Backup Solutions for Netbooks and Notebooks with Echo SE and ZE Drives

High-Capacity, Easy-to-Use Drives Intelligently and Securely Back Up Data On the Go

EchoSE Key Features:

High-performance, ultra-portable, flash-based backup solution designed for netbook and notebook users
Continuously and securely backs up files on the go
Built-in software automatically backs up files in use, with the option to encrypt data
Users can store more with capacities up to 64GB

Echo ZE Key Features:

Always-ready, plug-and-stay backup solution designed for netbook and notebook users
Sized at just 20.1 by 15.1 millimetres, it is one of the smallest USB drives in the world
Continuously and securely backs up essential files on the go
Built-in software automatically backs up files in use, with the option to encrypt data
Convenient, reliable flash-based design

Sydney, Australia – 4th June, 2010 : Lexar Media, a leading global provider of memory products for digital media, announced today the Australian availability of its flash-based, backup drives, Lexar Echo SE and Lexar Echo ZE. Designed to protect valuable data on netbook and notebook computers, Echo SE and ZE backup drives provide users with portable, easy-to-use file backup solutions for their mobile lifestyles.

High-performance EchoSE is an ultra-portable drive that easily plugs into a computer's USB port to perform automatic backup and transfer of files, at read speeds up to 28MB/s and write speeds up to 10MB/s. Echo ZE, with its low-profile 20.1 by 15.1 millimetre size and plug-and-stay design, is an always-ready drive providing a convenient means to automatically back up essential files – anytime, anywhere. Both drives are 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 PC or Mac computers.

In the recent Parks Associates survey, 'Mobile Convergence,' over a third of participants expressed interest in a flash-based drive with automatic backup software for their netbook or notebook, and Echo SE and ZE answer that demand,' explained Richard Clarke, national sales manager ANZ, Lexar Media. 'The Echo line has been designed specifically for users on the go. Whether it's backing up business proposals when travelling or your university assignments whilst in the library, the Echo SE and ZE drives provide secure, high-capacity options to meet the needs of today's netbook and notebook user without the cables and external drives that traditional backup solutions require.' The drives include versatile, built-in Echo 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. Additionally, the software offers optional AES 128-bit encryption, enabling protection in the event of drive loss.

Availability and pricing

The Lexar Echo SE and Lexar Echo ZE backup drives are available now on Lexar.com, for the recommended retail prices of:

Lexar EchoSE 16GB AU\$83.50 / 32GB AU\$148.45 / 64GB AU\$278.35

Lexar EchoZE 8GB AU\$46.40 / 16GB AU\$83.50 / 32GB AU\$148.45

Australian distributors of Lexar Media products include: Cellnet Group Limited – Ph: 1300 235 563 and WestGroup International – Ph: 1300 130 578

For additional information about the Lexar Echo SE and ZE backup drives, visit <http://www.lexar.com/au/echo>.

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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. 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.

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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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