Lexar Media Provides Consumers Valuable Savings on Adobe Photo and Video Editing Software

Lexar Media to Offer Adobe Software Rebates and Value-Added Software Trials with All Speed-Rated Memory Cards

Key Messages: Lexar Professional, Platinum II, and Full-HD Video memory cards will include promotional offers of up to US$100 towards the purchase of complete software programs 30-day trials of popular Adobe software offered with Lexar Professional, Platinum II, and Full-HD Video memory cards Software offerings include: Adobe Photoshop Lightroom 2, Adobe Photoshop Elements 8, and Adobe Premiere Elements 8 Enhances photo and video editing capabilities Significantly improves post-production experienceSydney, Australia 15th December, 2009: Lexar Media, a leading global provider of memory products for digital media, today announced an agreement with Adobe to provide consumers with special discounts on popular photo and video editing software to enhance customers digital workflow experience and post-production capabilities. Lexar Professional, Platinum II, and Full-HD Video memory cards will offer customers 30-day free trial software and rebate savings on popular Adobe photo and video editing tools. These new value-added offerings from Adobe will provide Lexar customers with special offers on award-winning editing software to maximise their post-production experience and enhance photos and videos captured on their Lexar memory cards. Our aim is to provide our customers with complete, end-to-end photography solutions to maximise their digital experience from capture to production, and enhance the photos and videos that matter most to them, said Jeff Cable, director of marketing, Lexar Media, Inc. Advanced and reliable editing software is essential in the post-production process and Adobes award-winning offerings are among the best in the industry. We are excited to offer Lexar customers free value-added trials and promotional offerings for high-calibre editing software from a company like Adobe.Photographers and videographers worldwide trust Lexar to capture and protect their most valuable photos and videos, said Kevin Connor, vice president of product management for Professional Digital Imaging at Adobe. Many of these users turn to Adobe for their post-production editing requirements and this new offering will help provide a complete solution for their digital imaging and video needs. We are excited to be working with an innovative memory provider such as Lexar to provide our customers with high-performance products to suit their digital lifestyles.From December, these new offerings and promotions with Adobe will be available on participating Lexar Professional, Platinum II, and Full-HD Video CF, SDHC and Memory Stick PRO Duo memory cards. All Lexar Platinum II CompactFlash (CF), and Platinum II and Full-HD Video Secure Digital High Capacity (SDHC) and Memory Stick Pro Duo memory cards will offer: Free 30-day trial of the popular consumer photo-editing program, Adobe Photoshop Elements 8 Free 30-day trial of the best-selling consumer video-editing software, Adobe Premiere Elements 8 Promotional offer for US$30 off the purchase of the complete Adobe Photoshop Elements 8 software Promotional offer for US$30 off the purchase of the complete Adobe Premiere Elements 8 softwareAll Lexar Professional CF memory cards, speed-rated at 600x, 300x, and 233x, as well as Professional 133x SDHC memory cards will offer: Free 30-day trial of Adobes popular digital photography workflow solution, Adobe Photoshop Lightroom 2 software Free 30-day trial of the popular consumer photo-editing program, Adobe Photoshop Elements 8 software Free 30-day trial of the best-selling consumer video-editing software, Adobe Premiere Elements 8 software Promotional offer for US$100 off the purchase of the complete Adobe Photoshop Lightroom 2 software (CF 600x) Promotional offer for US$50 off the purchase of the complete Adobe Photoshop Lightroom 2 software (CF 233x and 300x, and SDHC 133x) Promotional offer for US$30 off the purchase of the complete Adobe Photoshop Elements 8 software Promotional offer for US$30 off the purchase of the complete Adobe Premiere Elements 8 softwareFor more information about these Adobe offerings, visit http://www.adobe.com/products/photoshop/family/Australian distributors of Lexar Media products include: WestGroup International Ph: 1300 130 578 and Cellnet Group Limited Ph: 1300 235 563.Follow us online!Web: www.lexar.com/au Twitter: www.twitter.com/lexarmedia Facebook: 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. 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