

Lexar Professional 600x and 300x 32GB CF Cards and Professional ExpressCard CF Reader Now Available

High-Performance Memory Cards and Card Reader Available at Leading Photo Retailers Worldwide

Sydney, Australia 4th

June 2010 Lexar Media, a leading global provider of memory products for digital media, today announced the Australian availability of the award-winning Lexar Professional ExpressCard CompactFlash (CF) Reader and the Lexar Professional 600x and 300x 32GB CF cards in traditional and online Australian retail channels.

High-end amateur and professional photographers are increasingly capturing RAW digital images or high-definition videos which chew through memory capacity quickly due to the large file sizes said Richard Clarke, Lexar Medias ANZ national sales manager. The increased storage space the Lexar Professional 600x and 300x 32GB cards offer allows you to photograph and film more of the memories that matter, when paired with the Professional ExpressCard CF Reader the cards also provide enhanced file transfer speeds. Were pleased to be offering these workflow-improving solutions to our extensive network of photo resellers.

The Lexar Professional 600x and 300x CF memory cards offer increased speed and performance, with a guaranteed minimum sustained write speed capability of 90MB/s and 45MB/s, respectively, when paired with a UDMA 6-enabled device. The Lexar Professional ExpressCard CF Reader is a portable, high-performance reader that requires no cables and connects directly to a PC or Mac laptop computers ExpressCard slot. The reader is compatible with all UDMA and non-UDMA CF cards, supports read/write speeds up to 133MB/s, and features a design with an extra deep card slot for added card protection.

In addition to high-speed performance, the Lexar Professional 600x and 300x cards and the ExpressCard CF Reader provide consumers with the reliability they have come to expect from Lexar. All Lexar memory card and card reader designs are tested in the Lexar Reliability Lab, a facility with more than 800 digital cameras and memory card devices, to ensure quality, performance, and compatibility. Lexar performs this extensive testing in an effort to

provide customers with a high level of confidence, whether they are capturing once-in-a-lifetime memories, important events, or everyday occasions.

Customers

can access Lexar's Digital Photography website - a dedicated online resource and tips destination (<http://www.lexar.com/dp/>)

- to access phone and live-chat tech support. Lexar provides these services and resources to customers to minimise time spent troubleshooting and to provide photographers with tools to optimise their shooting and focus on capturing great images.

Availability and pricing

The Lexar

Professional 300x CF, Lexar Professional 600x CF and Lexar Professional ExpressCard CF Reader cards are available now on Lexar.com, in specialty photo retailers and consumer electronics outlets including Camera House, Dick Smith Electronics, Harvey Norman, and Teds.

Lexar

Professional 300x CF 32GB AU\$259.05

Lexar Professional

600x CF 32GB AU\$487.10

Lexar

Professional ExpressCard CF Reader AU\$55.65

Australian

distributors of Lexar Media products include: Cellnet Group Limited

Ph: 1300 235 563 and WestGroup International Ph: 1300 130 578.

All

Lexar Professional memory cards include a limited lifetime warranty, a free downloadable copy of Image Rescue 4 software, and exclusive, money-saving promotions from Adobe on popular photo and video editing products, including the latest versions of Adobe Photoshop Lightroom, Adobe Photoshop Elements,

and Adobe Premiere Elements software. The Lexar Professional ExpressCard CF Reader includes a two-year limited warranty, and free, dedicated customer support.

For additional information about the Lexar Professional 600x and 300x CF cards or the ExpressCard CF Reader, visit www.lexar.com/au.

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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.

Lexar

Lexar Media is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide. 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

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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