



## **Lexar Announces Professional Series Memory Cards With Encryption Technology to Provide a Highly Secure Digital Media Solution**

*Nikon Includes Security Feature in Nikon D2X Digital Camera*

**Fremont, CA, September 16, 2004** -- Lexar Media, Inc. (Nasdaq: LEXR), a leading marketer and manufacturer of high-performance digital media and accessories, today revealed plans to incorporate encryption technology into its Professional CompactFlash® and, in conjunction with technology-compatible digital cameras, will provide users with a secure digital media solution. Professionals photographers and other security conscious users worldwide will have added confidence knowing that access to stored images and information is protected by a high-end encryption code technology.

Central to this unique security solution is an easy-to-use software tool for establishing security settings on the memory card and corresponding digital camera. Digital content stored on the memory card can only be accessed via the digital camera(s) with the corresponding encryption key or via a PC with a valid username and password. This unique security system utilizing the memory card and the camera offers a secure digital imaging solution.

"This is an excellent solution for keeping stored images and information secure," said John Omvik, Director of Professional Product Marketing. "Professional photographers working with highly secure or classified content can confidently take pictures knowing that they are protected from unauthorized access. This is appealing to those in industries such as insurance, law enforcement, medicine, security and government, as well as many others who want their valuable and confidential data protected well beyond what is offered today."

Eager to provide their customers with a way to safeguard their images, Nikon will be the first camera company to incorporate Lexar's technology into a digital camera. Nikon is incorporating the new security technology into the Nikon D2X.

"The most valuable asset of our customers is the content they capture at each and every photo-shoot," said Kazuyuki Kazami, General Manager of Marketing, Nikon Corporation.

"Incorporating Lexar's technology into our new digital camera is an easy way for us to help professionals concentrate on doing what they do best - taking pictures. They needn't worry about having exclusive images fall into unwanted hands or unwillingly allowing others to access their images before the appropriate time," he added.

The system's administrative tool will enable the highest level of security, without sacrificing any camera performance. Developed by Lexar, the new security solution is based on a 160 bit encryption technology and uses SHA-1 (Secure Hash Algorithm), a standard approved by the NSIT (National Institute of Standards and Technology.) 160-bit encryption technology is among the most effective and widely accepted security solutions available.

Available to photo-specialty stores and through value added resellers, the technology will be available in Q4 of 2004.

**About Lexar Media, Inc.** Lexar is a leading marketer and manufacturer of flash memory cards, USB flash drives, card readers and ATA controller technology for the digital photography, consumer electronics, industrial and communications markets. The company holds over 76 issued or allowed controller and system patents, and licenses its technology to companies including Olympus, Samsung Electronics, SanDisk Corporation and Sony. For more information, please call 1-800-789-9418 or visit [www.lexar.com](http://www.lexar.com)

**Cautionary Note Regarding Forward-Looking Statements** This release contains forward-looking statements which are subject to the safe harbor provisions of the Private Litigation Reform Act of 1995. These statements include statements related to the benefits of and consumer demand for Lexar Media's products and the growth opportunities available to Lexar Media. These forward-looking statements involve risks and uncertainties that could cause our actual results to differ materially from those anticipated by these forward-looking statements. These risks include that the growth and success of our business depends on our ability to achieve and maintain technology leadership, and sell and market products that are commercially accepted. Readers should also refer to the risk factors described in our filings with the SEC, including our most recently filed Form 10-K and Form 10-Q. We assume no obligation to update the information in this release.

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**Press Contact:**

Lexar Media  
Diane Carlini  
510-413-5604  
[dcarlini@lexar.com](mailto:dcarlini@lexar.com)