

Lexar to Demonstrate LockTight™ Digital Imaging Security Solution at Photo Marketing International (PMA) in Orlando

ORLANDO, FL, February 17, 2005 – Lexar Media, Inc. (Nasdaq: LEXR), a leading marketer and manufacturer of high-performance digital media and accessories, today announced that the company will demonstrate its LockTight™ CompactFlash digital image security solution, at the upcoming PMA show in Orlando beginning Sunday, February 20. Lexar's LockTight flash memory cards incorporate a high level of flash memory card security, while maintaining digital camera performance. Nikon's D2X is the first camera to incorporate this new technology and address the security need of its customers.

"Integrating support for Lexar's LockTight System in the D2X camera assures our professional and industrial customers that their valuable image data is protected by memory card-level security technology," said Kazuyuki Kazami, general manager of marketing, Nikon Corporation. "LockTight is the ideal system for our many photographers who take pictures of sensitive or confidential material and need to protect their images from unauthorized access."

"As digital photography is increasingly used in commercial, medical and industrial applications, the need to protect the content on memory cards has also grown," said John Omvik, director of professional product marketing, Lexar. "We're excited to work with Nikon to deliver this unique solution that addresses this security need of many professional customers."

Lexar's LockTight CompactFlash utilizes 160 bit encryption technology, using the SHA-1 (Secure Hash Algorithm), a standard approved by the NIST (National Institute of Standards and Technology) and among the most effective and widely accepted security solutions available. Central to the LockTight system 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 and synchronizing the memory card and the camera offers users a secure digital imaging solution.

Lexar's LockTight CompactFlash is expected to be available at photo-specialty stores and through key market value added resellers in the beginning of April 2005.

The solution will be exhibited in Lexar's booth (#4132) at the Photo Marketing Association (PMA) show taking place in Orlando between Sunday, February 20 and Wednesday, February 23.

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 81 issued or allowed controller and system patents, and licenses its technology to companies including Olympus, Samsung Electronics, SanDisk and Sony. For more information, please call 1-800-789-9418 or visit 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 and availability of, and consumer demand for, Lexar's products, including LockTight CompactFlash memory cards, and the growth opportunities available to Lexar. 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, among others, that the growth and success of our business depends on our ability to achieve and maintain technology leadership, and develop, 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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