

Lexar Professional LockTight™ CompactFlash™ Offers Card Level Protection to Security-Conscious Photographers

Industry Experts Agree That Restricted Access to Stored Images and Information is Vital in the Growing Digital Camera Market

FREMONT, Ca., September 20, 2005 -- Lexar Media, Inc. (Nasdaq: LEXR), a world leader in advanced digital media technologies, announced its LockTight™ CompactFlash™ security system is an essential solution for digital photographers who want to protect their stored digital images and information. Photographers working in highly sensitive and vulnerable areas who require added security can leverage the LockTight system for card level security designed to limit unauthorized access to data and material stored on the card.

The combination of a CompactFlash card and Lexar's custom LockTight software creates a secure solution ideal for photographers in fields such as forensic photography, scientific research, military and law enforcement. When used in conjunction with a camera that supports the LockTight system, access to the digital content stored on a LockTight card is restricted to authorized users and authorized cameras through card level, 160 bit authentication. Once the card has been registered to users and cameras, it will only work in those specific cameras and can only be accessed on a PC or MAC by those users with the login information established by the system administrator. A Lexar Professional CompactFlash Reader completes the security solution, as only the user's registered cameras and Professional CompactFlash Readers can recognize a secured LockTight card. LockTight cards that are not secured operate as normal cards.

Dean Macinkas, a well-respected security industry analyst from Digital Devices, Inc., recently evaluated Lexar's LockTight with positive results.

"The LockTight card security system provides users with a high degree of security for all stored digital files and associated information," said Macinkas. "This system is indeed ground-breaking as it utilizes both the card and camera to secure all stored content. It's distinctive, highly effective and it will likely have a high level of traction among digital photographers."

Nikon's D2X and D2Hs digital cameras currently support LockTight.

"The D2X and the D2Hs are for the professional who requires a very high degree of functionality, precision and high-speed, all critical to photographers working in high security functions," said Kazuyuki Kazami, General Manager of Marketing, Nikon Corporation. "LockTight provides Nikon customers with a security system, a unique and valuable feature in SLR cameras available today."

Leading imaging and security industry analysts also agree that the LockTight system is a transformational concept that will be a major asset to photographers working in secure fields. "Nikon's new cameras exemplify the high level of product innovation that is contributing to the rapid and consistent growth of the digital SLR category," said Chris Chute, senior imaging analyst, IDC. "Beyond the obvious users who will certainly benefit from keeping their digital images safe, the security of personal photos has always been a major concern for many photographers, and this solution certainly moves towards assuaging their needs."

LockTight CompactFlash employs a unique strategy to protect data, and, as a result, LockTight cards are always "locked." A computer or camera cannot read or write data to/from a LockTight card until a critical authorization process takes place between the LockTight card and the host computer or host camera. This authorization process is where the 160-bit HMAC SHAH-1 encryption algorithm is employed.

Lexar's LockTight CompactFlash will be available at photo-specialty stores and through key market value added resellers in capacities of 512MB and 2GB.

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 87 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 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 and are not guarantees of future performance. These statements include

statements related to the benefits and availability of, and consumer demand for, Lexar's products, including LockTight CompactFlash, 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 uncertainties related to competitive pressures; that the growth and success of our business depends on our ability to achieve and maintain technology leadership and to develop, sell and market products that are commercially accepted; and that security technology by its nature is capable of circumvention such that we cannot guarantee data will be 100% secure from unauthorized access, alteration or destruction. 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.