

Lexar Increases Performance of High-Capacity CompactFlash to 133X
Large Capacity and High-Speed Data Transfer Rate Benefits Professionals and Advanced Amateurs Shooting in RAW Format

FREMONT, Calif., July 18, 2006 - Lexar Media, Inc., a leader in advanced digital media and accessories, today announced that it has increased the performance of its popular Professional 8GB CompactFlash® memory card to 133X. This performance improves the digital imaging workflow for both professional and advanced amateur photographers working with and managing large files. Lexar's new card is capable of a minimum sustained data write speed of 20MB per second and is currently available in CompactFlash Type I flash memory card format, the most popular format for today's digital SLR cameras.

"Lexar has encouraged photographers to 'keep shooting' while consistently introducing products that improve digital imaging workflow once images are stored on their flash memory cards," said John Omvik, director of professional product marketing, Lexar. "Those who shoot in RAW format require a vast amount of storage capacity, but also need reliable high-speed performance at all steps in the digital imaging process. Our new 133X 8GB cards directly address and satisfy both needs and, as a result, are ideal for photographers shooting in all situations," he added.

Well-known professional photographer Howard Schatz has incorporated Lexar's high-capacity CompactFlash cards into his digital imaging workflow, which often begins when he shoots with his Canon EOS-1Ds Mark II in an underwater housing. Howard chose Lexar cards because of their reliability and vast storage capacity, which can hold a large number of images on each card. As a result, the cards are ideal for this and other shooting situations where the photographer has less time to change cards or where changing cards is inconvenient.

"Shooting below the water's surface requires the most reliable, high-capacity flash card that can store an enormous number of images," said professional photographer Howard Schatz. "I'm underwater and it's inconvenient to have to stop shooting to open the housing and change memory cards. The high-capacity card means that I have to stop less frequently. The reliability of Lexar's cards is key in my work and the high-speed performance allows me to work relatively uninterrupted," he added.

Like all Lexar Professional flash memory cards, the new 8GB CompactFlash includes the full version of Lexar Image Rescue™ 2.0, the company's award-winning image recovery software, and Paint Shop Pro® 9, the image editing and management software program from Corel.

Lexar's new 133X 8GB CompactFlash will be available in August for the suggested price of \$424.99.

Additional information regarding Lexar's new 133X 8GB CompactFlash cards can be found on www.lexar.com. Information on Howard Schatz and the many ways he uses Lexar's Professional flash memory cards during his photo shoots can be found on the company's digital photography website, located at www.lexar.com/dp. Lexar's digital photography website includes valuable information and tutorials to help photographers fully utilize the unique features Lexar products offer and achieve a more rewarding experience shooting and working with digital images. Additionally, this popular site provides detailed information about new photography techniques, products and services, as well as interesting feature stories, a pro blog and background information about the many professionals who count on Lexar's flash memory cards and accessories to help them succeed.

About Lexar Media, Inc.

Lexar, a subsidiary of Micron Technology, Inc., is a leading marketer and manufacturer of NAND flash memory products including memory cards, USB flash drives, card readers and ATA controller technology for the digital photography, consumer electronics, industrial and communications markets. Lexar also sells memory cards under the Kodak brand.

About Micron Technology, Inc

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAM, 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 New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit its Web site at www.micron.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, 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, uncertainties related to competitive pressures; and 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. 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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