



Capacity and Performance of New Lexar Professional UDMA 300x 16GB CompactFlash Card Improves Digital Photography Experience

Ideal Combination of Increased Capacity and Professional-Level Performance Gives Photographers More Time to Capture, Manage, and Market Images

Fremont, CA, September 9, 2008 -- Lexar Media, a leading global provider of memory products for digital media, today announced the Lexar Professional UDMA 300x 16GB CompactFlash® (CF) card, a new memory card that provides an ideal combination of increased capacity, professional-level performance and reliability. Designed for professional photographers and photo enthusiasts, this lightning-fast card is UDMA-enabled (Ultra Direct Memory Access), resulting in exceedingly fast performance. Speed-rated at 300x, which represents a minimum sustained write speed of 45MB per second, the new Lexar Professional UDMA 300x 16GB CF card dramatically reduces post-production time thanks to an improved card-to-computer transfer rate when working in conjunction with a UDMA-enabled device. In addition, the very high capacity of the card allows photographers to store more images and shoot for longer periods without interruption.

"With higher megapixel DSLR cameras and ever-growing image file sizes, professional photographers want to have the best resolution and longest shooting times, rather than spending time changing cards or waiting for captured images to move from their card to a computer," said Jeff Cable, director of marketing, Lexar. "Our new Lexar Professional UDMA 300x 16GB CompactFlash card allows photographers to think less about having to change cards during a shoot, while giving them the ability to shoot more and download images faster."

In many unique shooting circumstances where changing a memory card is not possible, the large capacity of the Lexar Professional UDMA 300x 16GB CF card is particularly valuable. Professional photographer Howard Schatz, who is well-known for his underwater photography, recently incorporated the new Lexar Professional UDMA 300x 16GB CF card into his workflow and found it to be a highly productive experience.

"Thanks to the increased capacity of the Lexar Professional UDMA 300x 16GB CompactFlash card, I'm shooting twice as long without interruption," said Schatz. "Stopping to change cards while shooting underwater would drastically disrupt my working process."

When paired with a UDMA-enabled device, such as the Lexar Professional UDMA FireWire® 800 Reader or the Lexar Professional UDMA Dual-Slot USB Reader, the Lexar Professional UDMA 300x 16GB CF card significantly improves the digital imaging workflow by accelerating the download of captured images to a destination computer.

"A significant benefit of these cards is the high-speed transfer of images from card to laptop, which meant I could start editing and backing up my images immediately after a shoot," said professional photographer Nick Didlick. "I was able to spend more time shooting images in Beijing during the Olympics knowing that I'd spend a lot less time moving images to my computer."

Available later this month, the new Lexar Professional UDMA 16GB CF card includes a limited lifetime warranty, free dedicated technical support, and the full version of Lexar Image Rescue™ 3, Lexar's award-winning image recovery software. In addition, customers who purchase a Lexar Professional 300x UDMA CF card are entitled to download a free six-month subscription to Corel® Painter™ Essentials 4 software, a popular application that allows users to sketch, paint, and transform their photos into paintings.

Lexar will be displaying the Professional UDMA 16GB cards at Photokina 2008 at stand F022 E023 in hall 04.1.

About Lexar

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar 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. For computers, Lexar also offers a full range of DRAM computer memory upgrades for PCs and Mac systems, and solid state drives (SSD). An industry leader in innovative, patented flash memory technology, Lexar is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

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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 New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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