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**Kodak and Lexar Media Team Up To Introduce New Secure  
Digital High Capacity Video Memory Card**

*High-Speed KODAK SDHC Video Memory Card Allows Consumers to Capture  
Stunning HD Video With SDHC-Compatible Devices*

**Fremont, CA, and Glasgow, UK, January 7, 2009** -- Lexar Media, a leading global provider of memory products for digital media, in conjunction with Kodak, today introduced the new KODAK SDHC Video Memory Card. This advanced compact memory card provides users of flash-based digital camcorders and point-and-shoot cameras, as well as all SDHC-compatible devices, including Kodak's Zi6 HD Pocket Video Camera, with a high-performance, high-capacity solution for High Definition video capture. The new card combines the quality and guaranteed compatibility that Kodak users have come to trust with the innovative and reliable technology of Lexar Media.

Available in 4GB, 8GB, and 16GB capacities with the ability to record up to 90 minutes, 3 hours, and 6 hours of HD video content, respectively, the KODAK SDHC Video Memory Card provides a high-capacity solution for capturing HD-quality video using SDHC-compatible digital cameras and other devices, which have been increasing in popularity for use with video-sharing sites. Thanks to these large-capacity storage options, consumers no longer have to lug around a pocketful of cards in order to avoid sacrificing either the amount of video footage they wish to

capture or its image quality. The SDHC Video Memory Card from Kodak offers the freedom and flexibility to capture and store more high-quality video content on a single card.

The KODAK SDHC Video Memory Card was specifically designed to address the increasing demands of today's advanced mixed-media devices. Noted Manisha Sharma, Lexar Media director of product marketing, "Today's value-conscious consumers are looking for ways to affordably increase the memory capacity of their existing digital devices. The real benefit of the KODAK SDHC Video Memory Card is that it allows users to shoot more HD video clips of friends and family, giving them the opportunity to capture and store more of life's important moments. Additionally, the card makes it easy to share video content through the popular KODAK Gallery or other video-sharing websites."

#### **Kodak Adaptability with Video Versatility**

The KODAK SDHC Video Memory Card lets consumers maximize the storage capabilities of a wide range of digital devices and is ideal for use with Flash-based digital compact camcorders, digital point-and-shoot cameras, other SDHC-compatible digital devices and Video Cameras such as the Zi6 HD Pocket Video Camera. Compatible with both digital camcorders and cameras, the cards provide users with a convenient, affordable way to increase onboard memory and capacity for HD video capture, storage and archiving.

#### **Lexar Media Capacity and Performance**

Consumers will be especially pleased by the various high-capacity options available. The KODAK SDHC Video Memory Card has a Class 4 rating, offering high-speed video transfer from the card to a computer. These factors make this an excellent solution for storing large quantities of HD video on a single card.

The KODAK SDHC Video Memory Card includes a 5-year limited warranty and will be available in March 2009.

#### **About Lexar Media**

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 (SSDs). An industry leader in innovative, patented flash memory technology, Lexar is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar, visit [www.lexar.com](http://www.lexar.com). For more information about Crucial products, visit [www.crucial.com](http://www.crucial.com), [www.crucial.com/uk](http://www.crucial.com/uk) or [www.crucial.com/eu](http://www.crucial.com/eu). Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

Lexar. When Memory Matters.™

#### **About Micron**

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](http://www.micron.com).

#### **About Kodak**

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives. To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>. More than 70 million people worldwide manage, share and create photo gifts online at KODAK Gallery --join for free today at [www.kodakgallery.com](http://www.kodakgallery.com)

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