



FOR IMMEDIATE RELEASE

Media Contact: Scott Meaney
DBA Public Relations
(212) 388-1400
smeaney@dba-pr.com

Gill Kelso
Lexar Media
+44 (0) 1355 586267
europepr@lexar.com

**Lexar Media Expands USB Flash Drive Line with Two New Stylish Additions
- The JumpDrive TwistTurn and JumpDrive Retrax**

*New Capless JumpDrive Designs Offer Stylish, High-Capacity Storage
Options for Today's Budget-Conscious Consumers*

Fremont, CA, and Glasgow, UK, January 7, 2009 -- Lexar Media, a leading global provider of memory products for digital media, today expanded its popular family of JumpDrive® USB flash drives with the introduction of its JumpDrive TwistTurn and JumpDrive Retrax flash drives— two new USB storage solutions that feature innovative, stylish designs and are geared to meet the demands of today's budget-conscious consumers.

Both the Lexar® JumpDrive TwistTurn and JumpDrive Retrax USB flash drives feature innovative designs based, respectively, on rotating and retracting mechanisms that eliminate the need for caps to cover the USB connectors. JumpDrive TwistTurn and JumpDrive Retrax flash drives come in a variety of attractive colors, allowing customers to choose the color best suited to his or her personal taste. These new additions to the Lexar JumpDrive line are available in a range of large capacities up to 32GB, allowing users to quickly and easily store photo, music, video, and data files.

Lexar Media created the new JumpDrive TwistTurn and the JumpDrive Retrax flash drives specifically to address the portable storage needs of today's value-conscious consumers. Noted

Aaron Lee, Lexar Media senior product manager, “In today’s economy, shoppers are naturally looking to get the maximum value for their buck, yet they don’t want to skimp on performance, style, or quality. The new Lexar JumpDrive TwistTurn and Retrax flash drives offer consumers a choice of convenient, affordable storage solutions that offer today’s most advanced performance capabilities at very attractive prices.”

Lexar JumpDrive Retrax

The Hi-Speed Lexar JumpDrive Retrax USB flash drive features a unique capless design with a durable, retractable mechanism that safely protects the drive and its contents. JumpDrive Retrax flash drive features a different color for each of its varying capacities (2GB in white, 4GB in red, 8GB in blue, 16GB in gray, and 32GB in black).

Lexar JumpDrive TwistTurn

The Hi-Speed Lexar JumpDrive TwistTurn USB flash drive features a unique capless design of its own, with a rotating case cap that is easily attached to a keychain or backpack. JumpDrive TwistTurn flash drive is available in a different stylish color for each of its varying capacities (2GB in white, 4GB in red, 8GB in blue, 16GB in silver, and 32GB in black).

Plug-and-Play Design

Compatible with Windows® XP, Windows Vista®, and Apple® OSX operating systems, both JumpDrive Retrax and JumpDrive TwistTurn flash drives feature a simple plug-and-play design that allows users to quickly and easily store and access files while on the move. The drives also sport a cool LED activity light that blinks during data transfer, so users know when the job is done. Plus, these products make a fashionable accessory, offering users the ability to attach them to a backpack, purse, or briefcase.

Packed with Features

For Windows-based users, these new JumpDrive flash drives come pre-loaded with a free 30-day trial of Dmailer software, which transforms the drive into a personalized PC on the go. With this powerful tool, the drives can easily backup and carry files, photos, and videos, as well as

Microsoft® Outlook® and Outlook Express email. Access and send email from any PC, update personal calendars, view and modify data, and more.

Both JumpDrive Retrax and JumpDrive TwistTurn flash drives are offered in 2GB, 4GB, 8GB, 16GB and 32GB capacities, and include a 2-year limited warranty. These versatile USB flash drives 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. For more information about Crucial products, visit www.crucial.com, www.crucial.com/uk or 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.

©2008 Lexar Media, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo, JumpDrive, and When Memory Matters are trademarks of Lexar Media, Inc. Crucial and the Crucial logo are trademarks of Micron Technology, Inc. Microsoft, Outlook, Windows and Windows Vista are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Apple and Mac are registered trademarks of Apple Inc. All other brand or product names are trademarks or registered trademarks of their respective holders. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc

###