FIRST ANNUAL FLASH MEMORY SUMMIT TO HIGHLIGHT THE STATE OF FLASH MEMORY MARKET AND TECHNOLOGY

June 19, 2006, San Diego, Calif. – The first annual Flash Memory Summit (www.flashmemorysummit.com) will be held August 8-10, 2006, at the Wyndham Hotel in San Jose, California. Hosted by Conference ConCepts, Inc., the Flash Memory Summit is designed to be the most comprehensive, dedicated forum for attendees to gain the latest practical information on current flash memory technology and applications.

According to market intelligence firm iSuppli, the flash memory market was $10.8 billion in 2005 (up 63% from 2004), and will grow to $16.8 billion in 2006. Semico Research, a semiconductor marketing and consulting research company, anticipates that the market will reach $35 billion by 2008.

"Flash memory technology has improved tremendously in the last few years, to the point where it now competes directly with RAM-based memory," said Dr. Lance A. Leventhal, Flash Memory Summit Chairman. "It is now one of the hottest IT markets, and the continued success of devices that depend on flash memory, like cell phones and iPods, are driving the market ever faster."

Flash Memory is a rewritable, nonvolatile memory that can be used as an alternative to hard drives in many applications, offering smaller size, greater ruggedness, and lower power consumption. Flash is ideal not only for devices such as cellphones, digital cameras, and music players, but is also increasingly being used in computers, communications systems, and military/defense devices. These challenges and more will be addressed at Flash Memory Summit.

The Flash Memory Summit will provide attendees with practical information they can apply to product design, development, and marketing. The Summit will feature a full-day tutorial, workshops, paper and panel sessions, keynotes, roundtables, special sessions, and exhibits. Subjects include hardware, software, design methods, consumer applications, embedded applications, computer and communications applications, alternative technologies, programming methods, testing, standards, and market research.

Topics addressed will include:

- Design methods
- Flash software
- Consumer applications
- Embedded applications
- Standards
- Programming methods
- Hybrid systems (disk or DRAM)
- Security/content protection
- Testing
- Flash disks
- Memory cards
- Other non-volatile technologies
- Computer applications
- Power consumption
- Interoperability

The Summit will feature a Special Plenary Session by Michael Kanellos of CNET News, "The Future of Flash/Disk-Based Consumer Products: Music Players, Cameras, Camcorders, Cellphones, and Other Gadgets You Haven't Yet Dreamed of." Keynote speakers include Ed Doller, Chief Technology Officer, Flash Memory Group, Intel Corporation; Frankie Roohparvar, Vice President, NAND Flash Development, Micron Technology; and Dov Moran, Founder, msystems.

A special contest will be held at this year's Summit - the 1st Annual Most Unusual Flash Memory Application Contest. The contest is open to all Flash Memory Summit participants and attendees, to be judged by a panel of experts. Contest categories include:

- Most Innovative Flash Memory Application
- Most Innovative Flash Memory Technology
- Most Innovative Flash Memory End User Solution

Entries will be judged based on distinctiveness of the application, central use of flash memory, and technical and business significance. Online entry forms, available at www.flashmemorysummit.com, are due by 5 pm PT on Friday, July 21. First prize for each category will be an Apple iPod with video playback. All entrants who attend the Summit will receive a $20 Starbucks gift certificate. Winners will be announced at the Flash Memory Summit in August.

The Flash Memory Summit is designed for hardware and software designers, consumer electronics designers, storage and memory specialists, marketing and product managers, and others that need to know the latest developments in flash memory technology. Registration, Exhibitor, and Sponsor information is available online at www.flashmemorysummit.com.

About Conference ConCepts, Inc.
Founded in 1994, Conference ConCepts is a full-service professional conference and association management company that provides extensive capabilities in all aspects of technical conference management. Conference ConCepts develops and produces events both on its own, and in partnership with associations, corporations, and publishers. The skill sets of the company's employees and contractors, representing over 200 cumulative years of experience, enables Conference ConCepts to offer clients a choice of services, ranging from assistance with a single aspect of a conference to the complete development and administration of a full-fledged "turnkey" event. For more information about Conference ConCepts, visit: http://www.confconcepts.com.

About Dr. Lance Leventhal
Dr. Lance A. Leventhal, a noted author and computing technology evangelist, is the primary organizer and developer of technical programs for all Conference ConCepts conferences. He has organized such events as the Gigabit Ethernet Conference, Fibre Channel Conference, Network Processors Conference, and PCI Developers Conference in his 35-year career. An author of over 80 technical articles and author and editor of books selling over one million copies, Dr. Leventhal has the technical knowledge and networks to know where the computing industry is going, and he is the driving force for new conference initiatives.

Contacts:
Dr. Lance Leventhal
Flash Memory Summit 2006 Program Chairperson
(858) 756-3327
lance@flashmemorysummit.com

Judy Plummer
ZNA Communications
(831) 425-1581
ccc@zna.com