msystems

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FOR IMMEDIATE RELEASE:

msystems™ Executives Named as Speakers for the First Annual Flash Memory Summit

msystems to share its vision for the future of smart personal storage

SUNNYVALE, Calif., July 26, 2006 - msystems (NASDAQ: FLSH), a leader in smart personal storage, today announced that six executives will speak at the Flash Memory Summit to be held August 8-10 in San Jose.

msystems senior vice president of strategy, Arnon Dinur, is slotted as a keynote speaker and will give a presentation entitled "Personal Storage for Mobile Handsets: Up For Grabs." Other presentations include:

- "Navigating the Sea of Flash Drives" by Raz Dan, msystems vice president of customer support;
- "Getting Personal: Meeting the Growing Personal Storage Needs of Consumer Applications" by Ori Balaban, director of business development for the msystems embedded (EMS) division;
- "What Will Be the Biggest Market for Flash Memory?" by Noam Kedem, msystems vice president of marketing;
- "Memory Cards: Are They Good Enough?" by Francois Kaplan, associate vice president of marketing for the msystems mobile (MHV) division; and
- "New Flash Technologies Drive Value-Added Consumer Device Categories" by Scott Deutsch, general manager for the Americas for the msystems embedded (EMS) division.

From embedded flash drives for millions of mobile handsets to the creation of USB smart drives designed for leading global brands, msystems has gained valuable insight into the flash industry. Through its upcoming presentations, the Company will share this insight with hardware, software and consumer electronics designers, storage and memory specialists, marketing and product managers, and others who want to learn about the latest developments in flash memory technology at this year's Flash Memory Summit.

Dr. Lance Leventhal, program chairperson of the Flash Memory Summit said, "Flash memory is quickly becoming a major driver and enabler for consumer electronics. It is the key to new features and improved user experience, residing at the heart of highly popular new products and is the basis for powerful mobile applications everywhere. msystems has established itself as a leader throughout this broad range of flash memory applications and through innovation, continues to shape the future of flash memory."

About the Flash Memory Summit

The 1st Annual Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. The Summit features half-day tutorials, 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. For more information, visit www.flashmemorysummit.com.

About msystems
msystems has been transforming raw flash material into smarter storage solutions since 1989. From embedded flash drives deployed in millions of mobile handsets to U3 USB

smart drives designed for leading global brands, msystems creates, develops, manufactures and markets smart personal storage solutions for a myriad of applications targeting high growth markets. msystems' product lines include:

- **mDrive** (formerly DiskOnKey®) U3 USB smart drives for personal, portable computing
- **mDOC** embedded flash drives for mobile handsets and consumer electronics devices
- **mSIM MegaSIM® series** high-density SIM cards and **mSIM M.MAR® series** SIM cards and highly secure cards (available both from msystems and its subsidiary Microelectronica)
- **mCard**, high-quality memory cards for mobile handsets and digital cameras
- **mTrust** (formerly Xkey®) end-to-end enterprise access, control and management solution for USB flash drives and other removable media
- **mSSD** (formerly FFD™) rugged solid state disks for mission-critical applications
- **mModule** (formerly DiskOnChip® modular family) modular flash storage for embedded systems
- **mSafe** (formerly SuperMAP® family) secure hardware and software crypto cores

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