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FLASH MEMORY ROARS AS KING OF MEMORY JUNGLE – INTEREST IN FLASH MEMORY SUMMIT 2007 SURPASSES BANNER INAUGURAL EVENT

Flash Memory's Uses, Challenges and Future Explored at Industry's Only Flash Memory Conference: Best of Show Awards for "Kings of the Memory Jungle"

June 27, 2007, Santa Clara, Calif. – The second annual Flash Memory Summit 2007 (www.flashmemorysummit.com) will explore the uses, challenges and future of flash memory and its roaring emergence as the king of the memory jungle.

"Participation across all facets of the industry in the only conference dedicated to flash memory is on a pace to well surpass Flash Memory Summit's banner inaugural event in 2006," said Dr. Lance Leventhal, Program Chairperson of Flash Memory Summit. "Flash Memory Summit 2007 is expected to attract hundreds of industry insiders, dozens of exhibitors and scores of press and analysts interested in flash memory's rapid ascension as one of the most significant semiconductor markets."

Flash Memory Summit 2007 will take place August 7-9 at the Santa Clara Marriott in the heart of the Silicon Valley. Hosted by Conference ConCepts, Inc., the conference and exhibition is the industry's only forum for attendees to gain the latest practical information on current flash memory technology and applications. Flash Memory Summit 2007 is packed with the latest information and recent developments in flash memory such as the emergence of solid-state drive applications. It is a must-attend event for anyone involved or interested in the design, manufacture, marketing, sales or use of flash memory.

"Flash memory has emerged as king of the memory jungle and now drives the memory process roadmap, a domain traditionally held by the DRAM," said Malcolm Penn of Future Horizons.

Flash Memory Summit 2007 will feature the "King of the Memory Jungle" best of show awards. Best of Flash Memory Summit 2007 Award nominations are open to all Flash Memory Summit participants and attendees, to be judged by a panel of experts. Contest categories include:

- "The Gazelle" – Flash Memory Application With The Fastest Growth Potential
- "The Lion" – Most Dominant Flash Memory Innovation
- The Gorilla" – Best 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 nomination forms, available at www.flashmemorysummit.com, are due by Friday, July 20. Winners will be announced at Flash Memory Summit 2007.

Flash Memory 2007 keynote speakers will include:
- Eli Harari, Chairman and CEO, SanDisk Corporation – "Flash Vision"
- Ed Doller, Chief Technology Officer, Flash Memory Group, Intel Corporation – "The Evolving Role of Flash in Memory Subsystems"
- Jim Elliott, Director of Flash Marketing, Samsung Corporation – "SSDs: The Next Killer App in Flash"
- Jeff Burke, Executive Director of Seagate Technology – TBA

"As the average price of NAND flash memory declines to under one dollar per gigabyte within the next few years, the potential applications grow exponentially," said Tom Coughlin, President of Coughlin Associates and Conference Chairperson of Flash Memory Summit 2007. "Flash Memory Summit offers a way for engineers, programmers, managers, executives, VCs, financial specialists and sales and marketing professionals to learn where this technology fits, what advantages it provides, how to use it and how to manage product development using flash."

Flash Memory is a rewritable, nonvolatile memory that can be used as an alternative to other storage devices in many applications, offering usable capacities at affordable prices, smaller sizes, 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 device applications and more will be addressed at Flash Memory Summit 2007.

"The NAND memory market has grown faster than any technology is the history of semiconductors, exceeding $11 billion in 2006, only a decade after its introduction," said Jim Handy, Principal Analyst of Objective Analysis."

Flash Memory Summit 2007 brings together design engineers, OEM manufacturers, product managers, hardware and software developers and security and digital rights experts to explore the current requirements and future of flash memory. Topics and tutorials will include:

- Flash as an alternative or complement to hard disk drives
- Security for flash-based systems
- Consumer and embedded applications
- Flash-based software and file systems
- The business and technical implications of standards.

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.

Flash Memory Summit 2007 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.

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