



FOR IMMEDIATE RELEASE

**INDUSTRY LUMINARIES PROCLAIM FLASH AS “KING OF THE MEMORY JUNGLE”
AT FLASH MEMORY SUMMIT 2007**

Keynote Speakers from Dell, Intel, SanDisk, Samsung Semiconductor and Seagate Technology Share Their Vision of Flash Memory At Second-Annual Summit

July 17, 2007, Santa Clara, Calif. – Flash Memory Summit 2007 will feature keynote addresses presented by some of the world’s leading authorities in solid state memory. Keynote speakers Eli Harari, Chairman and CEO of SanDisk and the “father of flash memory cards;” Kevin Kettler, Ph.D., Chief Technology Officer of Dell; Ed Doller, Chief Technology Officer, Flash Memory Group, Intel; Jim Elliott, Director of Flash Marketing, Samsung Semiconductors; and Jeff Burke, Executive Director, Market Research and Competitive Intelligence, Seagate Technology, will share their vision of the future of flash memory technology and markets. The second-annual Flash Memory Summit will take place August 7-9 at the Santa Clara Marriott in the heart of the Silicon Valley (www.flashmemorysummit.com).

The insights of these luminaries combined with dozens of sessions and tutorials make Flash Memory Summit 2007 an invaluable conference for engineers, programmers, managers, executives, VCs, financial specialists and sales and marketing professionals to learn where this technology fits, what advantages it provides, and how to manage product development using flash. Flash Memory Summit 2007 is a must-attend event because:

1. “Flash memory has emerged as king of the memory jungle and now drives the memory process roadmap, a domain traditionally held by the DRAM. – **Malcolm Penn, Future Horizons**
2. “The NAND memory market has grown faster than any technology in the history of semiconductors, exceeding \$11 billion in 2006, only a decade after its introduction. – **Jim Handy, Principal Analyst of Objective Analysis**
3. “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. Flash Memory Summit 2007 follows on the heels of last year’s extremely successful inaugural Summit as the only event of its kind where attendees can gain insight from industry luminaries at the forefront of flash memory. – **Tom Coughlin, President of Coughlin Associates and Conference Chairperson of Flash Memory Summit 2007**

Flash Memory Summit 2007's keynote addresses include:

Eli Harari, Chairman and CEO, SanDisk – “Flash Vision” - Wednesday, 8:35 - 9:15 am.

Dr. Harari has served as SanDisk's CEO since its inception in 1988. He is a pioneer in non-volatile semiconductor storage with more than 100 US and foreign patents. Dr. Harari has more than 30 years of experience in the electronics industry, and is widely regarded as the “father of flash memory cards.” Under Harari's leadership, SanDisk invented and co-invented most flash memory card formats being sold today.

Kevin Kettler, Ph.D. Chief Technology Officer, Dell, Inc. – “Expanding the Role of Flash Technology in Computing Devices” – Wednesday, 9:15 - 9:45 with Keynote Q&A immediately after.

As CTO of Dell, Dr. Kettler is responsible for the design, development, and performance analysis of core architectures for the Dell product portfolio, which includes client, server, storage, imaging, and consumer products. He is also responsible for defining and driving Dell's strategic technology initiatives and solutions around the scalable enterprise, flexible computing, and digital home.

Ed Doller, Chief Technology Officer, Flash Memory Group, Intel – “The Evolving Role of Flash in Memory Subsystems” - Wednesday, 10:30 - 11:00 am.

Ed Doller joined Intel in 1993 and held several positions in the Flash Products Group before being named CTO in 2004. He has more than 21 years experience in semiconductor memories, and holds multiple patents in and around non-volatile memory. He is co-author of the IEEE floating gate standard.

Jim Elliott, Director of Flash Marketing, Samsung Semiconductor – “SSDs - The Next Killer App in Flash” - Wednesday, 2:00 - 2:30 pm.

Jim Elliott has more than 11 years of experience in the semiconductor industry, during which he focused on product sales and marketing at major multinational companies. He started his semiconductor career in 1996 at Hitachi in SRAM Marketing. In 1997 he transitioned into the world of DRAM at Fujitsu Microelectronics.

Jeff Burke, Executive Director, Market Research and Competitive Intelligence, Seagate – “Storage for the Future” - Wednesday, 2:30 - 3:00 pm.

Jeff Burke leads Seagate's Market Research Department, which is part of Seagate's Strategic Planning Organization. His group is a focal point for competitive information, and is responsible for analyzing and interpreting industry trends and for providing the firm its industry forecast and sizing information. He is a

recognized expert on the hard drive industry who shares his insights with all levels of Seagate management.

“Flash memory has become one of the most significant technology markets, with every major semiconductor firm supporting robust flash memory development programs,” said Dr. Lance Leventhal, Program Chairperson of Flash Memory Summit. “The Flash Memory Summit is an opportunity to hear about the very latest on this rapidly evolving technology from five of the industry’s top executives.”

Hosted by Conference ConCepts, Inc., the Flash Memory Summit 2007 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 will cover all of the latest developments in flash memory, including flash drive applications like the iPod and iPhone. Flash Memory Summit 2007 will attract hundreds of industry insiders, including dozens of exhibitors, press, and analysts interested in the design, manufacture, marketing, sales or applications of flash memory. 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. 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 www.conferenceconcepts.com.

Contacts:

Dr. Lance Leventhal
Flash Memory Summit 2007 Program Chairperson
(858) 756-3327
lance@flashmemorysummit.com

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