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**FLASH MEMORY SUMMIT 2007 AWARDS BEST OF SHOW HONORS TO  
SANDISK, SPANSION AND INSPICE**

***Flash Innovation on the Rise at Second Year of Well-Attended Conference***

**August 16, Santa Clara, Calif.** – Flash Memory Summit 2007 awarded its “King of the Memory Jungle” Best of Show Awards to SanDisk’s microSDT High Capacity Flash Memory, Spansion’s MirrorBitR Quad Technology and InSpice’s Trace for USB Flash Drive. The awards were judged based on distinctiveness of the application, technology or product, central use of flash memory, technical and business significance, and growth potential of product or application.

“The tremendous excitement and interest generated by Flash Memory Summit 2007 confirmed that flash has truly become the king of the memory jungle. So we are proud to recognize SanDisk, Spansion and InSpice with Flash Memory Summit 2007’s ‘King of the Memory Jungle’ Best of Show Awards,” said Jay Kramer, Chairman of the Flash Memory Summit 2007 Awards Program. “The Flash Memory Summit 2007 Awards Committee had the daunting task of selecting the Best of Show Award winners from a large pool of quality submissions. At the second year of Flash Memory Summit, the Awards Committee was impressed with the increasing level of innovation with flash memory technology, applications and end user solutions in the marketplace today.”

The Flash Memory Summit 2007 “King of the Memory Jungle” Best of Show Awards were presented at the well-attended conference’s closing session:

**“The Gazelle” – Flash Memory Application With The Fastest Growth Potential**

“SanDisk’s microSDT High Capacity Flash Memory is pushing the envelope of innovation that makes a real difference for solving customer challenges,” said Kramer.

### **“The Lion” – Most Dominant Flash Memory Innovation**

“Spansion’s MirrorBitR Quad Technology exemplifies the progression of innovation that is blazing a trail for next-generation solutions,” said Kramer.

### **“The Gorilla” – Best Flash Memory End User Solution**

“InSpice’s Trace for USB Flash Drive can be used in ways that raise the bar of innovation and solve end user challenges with new techniques that truly make a difference,” said Kramer.

### **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, visit [www.conferenceconcepts.com](http://www.conferenceconcepts.com).

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