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## **PRESS RELEASE**

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### **SANDISK SPONSORS *ROCK THE BELLS 2008* *INTERNATIONAL MUSIC FESTIVAL SERIES***

***"Rock the Bells Powered by SanDisk"- Popular Hip-Hop Summer Concert Series and  
Ideal Venue for Showing Consumers How SanDisk Can "Wake Up Your Phone™"***



**Milpitas, California, July 18, 2008** – SanDisk Corporation (NASDAQ:SNDK), a leader in flash memory, today announced its sponsorship of Guerilla Union’s Rock the Bells™ 2008 international festival series. This summer concert sponsorship demonstrates SanDisk’s commitment to two important marketing initiatives: an increased focus on music and urban markets and the company’s *Wake Up Your Phone™* campaign. SanDisk’s *Wake Up Your Phone* campaign educates mobile phone users on how to capture and share their experiences while taking their music, video and digital pictures with them, by

(more)

expanding the storage capacity of their mobile phones.

“Sponsorship of this leading international music event speaks to our commitment to reach consumers where our products can make the greatest difference for them,” said Michael Romero, Vice President, Mobile Retail Business, SanDisk. The new SanDisk® Mobile Ultra™ line of memory cards makes the digital lifestyle more manageable by offering consumers enhanced ability to bring all types of digital content, especially music, with them wherever they go. These cards are truly the most convenient way for people to store, move and play such content using their mobile phones, so we’re excited to marry our promotion of this high-performance, premium product with one of the summer’s leading pop culture events.”

Rock the Bells powered by SanDisk will take place from July through September in cities around the world, including Chicago, Toronto, Miami, New York, Los Angeles, San Francisco, London and Amsterdam. The sponsorship program includes advertising promotions in the cities where the concerts are held, SMS campaigns, radio promotions and giveaways and a SanDisk VIP hospitality environment at concert venues. Within this setting, artists will experience elements of SanDisk’s on-site activation and test drive some of SanDisk’s new products. Additionally, concert-goers will have the opportunity to meet a SanDisk “SLOT™ spotter,” participate in a SanDisk interactive experience and win prizes.

#### ***About SanDisk® Mobile Ultra™***

SanDisk Mobile Ultra premium flash memory cards for multimedia mobile phones will be promoted at the Rock the Bells powered by SanDisk venues. The message of the *Wake Up Your Phone™* campaign is that these memory cards can add up to 8GB\* of additional digital storage. Having a mobile memory card in one’s phone results in a significant boost in storage capacity, making it possible for consumers to take up to 1000 songs, 1200 photos and 21 hours of video with them.\*\* That’s more than enough capacity to drive from San Francisco to New York without hearing the same song twice, fill six photo albums with images and watch both Star Wars trilogies and the Matrix trilogy, as examples.

The SanDisk Mobile Ultra microSD comes in capacities of 2GB, 4GB and 8GB, with suggested MSRPs of \$34.99, \$59.99 and \$119.99, respectively. Also available is the SanDisk Mobile Ultra Memory Stick Micro M2™, designed for Sony Ericsson smart phones, in 2GB, 4 GB and 8GB capacities, with suggested MSRPs of \$39.99, \$69.99 and \$129.99.

SanDisk Mobile Ultra memory cards are available at retail outlets starting this summer, including Sprint stores nationwide.

To learn more about SanDisk’s *Wake Up Your Phone™* initiative, designed to increase awareness for this and other global marketing efforts, as well as to provide overall mobile phone slot education, visit [. For more information about SanDisk’s mobile phone products,.](#)

### ***About Rock the Bells™ Powered by SanDisk***

Guerilla Union's *Rock the Bells Powered by SanDisk* 2008 has established its international festival series as a world-class hip-hop platform, hosting legendary performances by Rage Against the Machine, NAS, A Tribe Called Quest, Public Enemy, Lauryn Hill, Blackstar (Talib Kweli and Mos Def), Hieroglyphics, Living Legends, De La Soul, Busta Rhymes, Cypress Hill and Jurassic 5, as well as reuniting Wu-Tang for their last performance with ODB in 2004. In 2007, it was the top-grossing hip-hop event in the country. This year's festival series tour will pass through 10 major markets in North America, in addition to events in Europe and Asia, and feature stellar performances from many of hip-hop's most notable names, including A Tribe Called Quest, NAS, Mos Def, De La Soul, Rakim, Method Man & Redman, Raekwon & Ghostface (Cuban Linx), Immortal Technique, Dead Prez, Murs, Kidz In The Hall, the reunited The Pharcyde and many others.

Complete details can be found at [www.guerillaunion.com](http://www.guerillaunion.com).

### ***About SanDisk***

SanDisk Corporation, the inventor and world's largest supplier of flash storage cards, is a global leader in flash memory – from research, manufacturing and product design to consumer branding and retail distribution. SanDisk's product portfolio includes flash memory cards for mobile phones, digital cameras and camcorders; digital audio/video players; USB flash drives for consumers and the enterprise; embedded memory for mobile devices; and solid state drives for computers. SanDisk is a Silicon Valley-based S&P 500 company, with more than half of its sales outside the United States.

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\* 1 gigabyte (GB) = 1 billion bytes. Some capacity not available for data storage.

\*\* Approximation based on 4 minute songs at 128 kbps MP3, a 2MP camera, however, the actual number of photos may vary based on phone model, resolution and compression and MPEG-4 video at 384 kbps, where the actual time may vary based on resolution and compression.

SanDisk's web site is: <http://www.sandisk.com>. SanDisk product and executive images can be downloaded from \_\_\_\_\_

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This press release contains certain forward-looking statements, including expectations for applications, markets, customer acceptance, customers and specifications, which are based on our current expectations and involve numerous risks and uncertainties that may cause these forward-looking statements to be inaccurate. Risks that may cause these forward-looking statements to be inaccurate include among others: our products may not perform as expected or be available at the prices expected, market demand for our products may grow more slowly than our expectations or there may be a slower adoption rate for these products in new markets that we are targeting, and the other risks detailed from time-to-time under the caption "Risk Factors" and elsewhere in our Securities and Exchange Commission filings and reports,

including, but not limited to, our Form 10-K and our quarterly reports on Form 10-Q. We do not intend to update the information contained in this press release.

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