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**Flash Memory Summit 2012's Unprecedented Keynote Lineup Explores How
Enterprise SSDs and Flash Memory Are Leading the Revolution in
Fast Storage for Big Data and Mobile Computing**

Flash Memory Summit, Santa Clara, CA, August 14, 2012 – Flash Memory Summit 2012, produced by Conference ConCepts, boasts a world-class lineup of executive keynotes from the heavy hitters in the global market for enterprise SSDs (Solid State Storage) and flash memory. Executive keynotes from the leaders in SSDs and flash memory – including SanDisk Corporation (NASDAQ: SNDK), Intel, Oracle, and Seagate, and other key industry players – will explore trending issues including:

• Why ultra-fast SSDs have emerged a primary enterprise storage medium.

• How the rise of mobile computing brings flash memory to mainstream markets.

• When low-latency I/O is imperative for accelerating today's high-performance, latency-sensitive workloads.

Flash Memory Summit features an opening keynote address from SanDisk Senior Vice President and General Manager of Client Storage Solutions Kevin Conley. An unprecedented roster of 11 Flash Memory Summit keynote speakers from world-class companies will address key storage-related imperatives impacting global markets from the insider perspectives of these industry luminaries:

"SSDs: Enabling the Next Wave of Growth in the PC Industry" – SanDisk's Kevin Conley
SSDs are re-energizing the PC industry, leading some industry pundits to declare 2012 to be the "year of the SSD". By 2015, the average capacity of an SSD-based PC is predicted to almost double. The explosive growth in SSDs is being driven by the emergence of ultra-thin laptops and the promise of new, higher-performing desktops for consumers and businesses. Mr. Conley will outline perspectives on these trends and will discuss a strategy for leveraging SSDs to enable the next wave of growth in the PC industry.

"Four Walls Do Not Make a Data Center: It's the Ecosystem" – HGST Vice President, Enterprise Storage Brendan Collins
IT must build and maintain complex multi-tiered storage systems for lowest TCO to support the cloud, virtualization, big data, online content and social networking. Using analysis, global OEM

data, and real world examples, Mr. Collins will define optimal storage architectures by drive, interface, application and datacenter type.

"Overcoming the Scaling Problem for NAND Flash" – Hynix Executive Vice President, Head of Research and Development Dr. Sungwook Park
NAND technology faces many challenges as it scales further. Dr. Park will discuss how these challenges may be overcome with technologies such as 3D NAND, as well as new memory alternatives such as PCM, STTRAM and ReRAM that promise excellent scalability with shrinking design rules.

"Solid State Drives – From Disruptive to the New Normal" – Intel Corporate Vice President, General Manager Non-Volatile Memory Solutions Group Rob Crooke
Non-volatile memory has a history of changing the way people use products. Photography, books, and music are great examples of experiences that have been forever enriched by digitization and non-volatile memory. Likewise, SSDs bring dramatic advantages to computing, upgrading the experience to new norms. We are on the cusp of transitioning SSDs from a disruptive technology to the new normal. However, the transition will not occur on its own. Several market challenges must be addressed and overcome to make it a reality. In his keynote, Rob Crooke will present a strategy to drive the transition and enable an enriched computing experience for everybody.

"Key to the Connected World" – Micron Vice President, NAND Solutions Glen Hawk
A major shift is happening in the mobile computing and enterprise markets, and it's because of flash storage. Flash-based architectures have enabled the connected world, providing fast access to information anywhere, anytime. Mr. Hawk will address the major trends in the consumer and enterprise markets, which are driving a 56% NAND flash gigabyte growth rate from 2011 to 2015. Mr. Hawk will explain why now is the time for flash-based storage—it's fast, reliable and more cost-effective than ever before.)

"Accelerating Business Applications with Flash Memory" – Oracle Vice President ZFS Storage Engineering Scott Tracy
Mr. Tracy's presentation looks at several approaches to deploying flash memory in the enterprise (both as cache and as tier 1 storage), focused on how Oracle is working to increase efficiency and reduce latencies and thus improve business response times.

"Revolution! The Impact of Emerging Memory Technologies" – Rambus Senior Vice President, Non-Volatile Memory/Storage Division David Eggleston
NAND flash enters its third decade of mass production as strong as ever, but emerging demands from data centers and mobile consumers are leading to increased interest in new non-volatile memory technologies. Mr. Eggleston will address the key advantages of these technologies, how the changeover affects system architectures, and how and when will a new technology become preeminent.

"Flash Memory Can Be Primary Storage … Now" – Skyera CEO Radoslav Danilak
Mr. Danilak will highlight flash technology trends and issues, and offer system level solutions that advance flash memory in the enterprise storage market.

"Flash Wear: Will Your Data Still be There in the Morning?" – STEC Vice President of Technical Marketing Scott Stetzer
Many data center and IT managers worry about flash endurance. Flash wears out when you write to it, but is this really a concern? How about the newer, cheaper, smaller MLC flash? SSD

users face a variety of tradeoffs from purchase through deployment and extended use. New technologies can reduce the severity of problems that impact wear, but as you'll learn, it's not up to the flash to solve these challenges -- it's all about the SSD.

"The Business Case for Solid State Storage" – Seagate Technology Vice President Strategic Marketing Group Jeff Burke
Mr. Burke's presentation will offer a compelling portrayal of the world of storage over the next several years. It will also provide valuable insight on storage economics and technologies and their implications for vendors and customers of both solid state and HDD based storage systems.

"Flash Storage Meets the Content Challenge" – SMART Storage Systems President John Scaramuzzo
For all-flash architectures to succeed, solid state storage vendors must deliver the performance, endurance, and reliability that enterprises demand – and at the lowest possible cost. Smaller MLC nodes are a step in the right direction, but vendors must also learn from the hard-drive industry. They must manage NAND better at the system level rather the device level. Mr. Scaramuzzo will discuss how storage architectures are changing quickly and why NAND management must change to make them fulfill enterprise needs.

About Flash Memory Summit
Flash Memory Summit 2012, produced by Conference ConCepts, will showcase the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar market for flash memory and enterprise SSDs. Now in its seventh year, Flash Memory Summit is the only Silicon Valley event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones, tablets and embedded systems. Flash Memory Summit 2012 takes place on August 21-23 at the Santa Clara Convention Center. More than 80 companies will exhibit their offerings, including industry leaders such as ATP, Cadence, HGST, SK Hynix, Intel, Micron, OCZ Technology, Rambus, Seagate, Smart Storage, STEC, Toshiba TAEC, Viking, Whiptail and many more. For registration and more information, visit www.flashmemorysummit.com. Twitter: flashmem Facebook: http://www.facebook.com/pages/Flash-Memory-Summit/72498807894

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