DENSBITS' MEMORY MODEM[TM]–POWERED EMBEDDED TLC CONTROLLER TECHNOLOGY SELECTED BY FLASH MEMORY SUMMIT 2012 AS A BEST OF SHOW AWARD WINNER

Recognized for Most Innovative Flash Memory Technology

Flash Memory Summit 2012, Santa Clara, CA August 24, 2012 – DensBits Technologies Ltd. announced that its Memory Modem[TM]-powered embedded 3 bits/cell ("TLC") controller technology has been chosen by the Flash Memory Summit as a Best of Show award winner for 2012 in the category of Most Innovative Flash Memory Technology. The annual Best of Show Awards is the premier opportunity for industry recognition of innovative products and solutions, and how they are being used in the marketplace.

DensBits' Memory Modem[TM]-powered TLC eMMC controller technology provides for extreme reliability with unparalleled performance, accommodating the storage needs of the most demanding smartphones and tablets, all while enjoying 30% cost savings. DensBits' Memory Modem[TM] technology enables a native TLC solution with more than double the endurance of 2 bits/cell ("MLC"), and near-MLC Read/Write performance, allowing for the world's first TLC solution as a true MLC replacement.

"We are truly honored to receive the Most Innovative Flash Memory Technology award," said Amir Tirosh, DensBits' EVP Marketing and Business Development. "We strongly believe that our Memory Modem[TM] technology is a key element striving at the development of low-cost, high-performance Flash memory-based storage systems, which is necessary to further expand the use of Flash memory in the consumer and enterprise markets."

Winning products were judged by a panel of industry experts who evaluated each nomination according to the following criteria:

- Distinctiveness of the application, technology, or product
- Central use of flash memory as a solution or innovation
- Technical and business significance to the general marketplace

"Flash Memory technology is currently experiencing a progression of innovation in addressing the storage needs of customers with advances that increase endurance, deliver higher performance, along with new levels of power and cost efficiencies which is blazing a trail for next generation solutions," said Jay Kramer, Chairman of the Awards Program and President of Network Storage Advisors Inc. "We are proud to select DensBits' Memory Modem^{TM}-powered 3 bits/cell eMMC controller technology for the Best of Show Innovation Award as it raises the bar to a new level of flash reliability in a smaller footprint while delivering increased performance."

DensBits Technologies Ltd. was honored at the Flash Memory Summit Awards evening reception in the Exhibit Hall on Wednesday, August 22.

For a complete list of all the Flash Memory Summit Best of Show awards winners, visit www.flashmemorysummit.com.

About DensBits

DensBits is the inventor of the world's first Memory Modem^{TM}, a revolutionary controller technology created to address the ever-increasing need for low-cost, high-performance Flash-based storage systems. For more information please visit www.densbits.com.

About Flash Memory Summit

Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. It is intended for system designers, technology and financial analysts, IT professionals, hardware and software engineers, product marketing and marketing communications specialists, and engineering and marketing managers. It features forums, half-day tutorials, paper and panel sessions, and expert tables. Subjects include a wide range of consumer and data center environments including

enterprise storage system applications, consumer mobile products, PCs/servers, product design, caching methods, storage software, new flash related technologies, flash industry market research, flash testing and security. The Summit also includes exhibits of the latest products and product awards. For more information, visit www.flashmemorysummit.com. Twitter: flashmem Facebook: http://www.facebook.com/pages/Flash-Memory-Summit/72498807894

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

Contact:

Amir Tirosh
DensBits Technologies Ltd.
amir.tirosh@densbits.com

Melissa Kallos
Conference ConCepts, Inc.
melissa@flashmemorysummit.com