



News Release

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Elpida Memory's 16 Megabit Digital Consumer SDRAM Devices Combine Advanced Process Technology and Low Density to Meet Demand

Devices Use 0.11-micron Process Technology for Stable, High-Volume Production and Long-Term Customer Support

HOUSTON, TEXAS – TI DEVELOPER CONFERENCE / TOKYO, JAPAN, February 15, 2005 –Elpida Memory, Inc. (Elpida), Japan's leading global supplier of Dynamic Random Access Memory (DRAM), today announced that has started sampling new 16 Megabit (1M words x 16 bits) Digital Consumer Synchronous DRAM (SDRAM) devices. The devices utilize Elpida's proven, advanced 0.11-micron process technology, and they are targeted for use in digital consumer electronics applications such as portable CD players, car audio systems, DVD drives, hard disk drives, printers, digital TVs, and set-top boxes. A 16 Megabit SDRAM device is suitable for these applications that require relatively smaller density memory. This allows Elpida to provide customers with long-term support for their digital consumer electronics applications.

"Elpida is experiencing a strong demand for lower-density DRAM products from its customers in the digital consumer electronics space," said Tom Panacci, digital consumer DRAM business development manager for Elpida Memory (USA). "These new devices combine the latest high-volume production technology with the optimum design and feature set for these applications that are relatively new to using DRAM."

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16 Megabit SDRAM for Digital Consumer Electronics – Technical Details

The JEDEC-compliant 16 Megabit SDRAM devices are organized as 1M words x 16 bits and they are fabricated using Elpida's mature 0.11-micron process technology. The devices offer 3.3 V and 2.5 V operation, respectively, and they are available in 50-pin TSOP packages. A low-power 16 Megabit line up, in which the active current (IDD4) is reduced by 40% (from 120mA to 70mA) and the self refresh current (IDD6) is reduced by 70% (from 1mA to 300uA), is also planned. Industrial temperature support (-40 degrees C to +85 degrees C) is also an option for Automotive and Mobile (or portable) applications where ambient temperature environments can be extreme.

Availability

Elpida's 16 Megabit Digital Consumer SDRAM device samples (Part numbers: EDS1616AGTA, EDS1616CGTA) are currently available to customers. Volume production is expected begin in March 2005.

About Elpida Memory, Inc.

Elpida Memory, Inc. is a manufacturer of Dynamic Random Access Memory (DRAM) silicon chips with headquarters based in Tokyo, Japan, and sales and marketing operations located in Japan, North America, Europe and Asia. Elpida's state-of-the-art semiconductor wafer manufacturing facilities are located in Hiroshima, Japan. Elpida offers a broad range of leading-edge DRAM products for high-end servers, mobile phones, digital television sets and digital cameras as well as personal computers. Elpida had sales of ¥100.4 billion during the fiscal year ending March 31, 2004. For more information, visit www.elpida.com.

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