



News Release

Elpida Memory Opens Sales Office in Shanghai

TOKYO, JAPAN, October 2, 2006 –Elpida Memory, Inc. (Elpida), Japan’s leading global supplier of Dynamic Random Access Memory (DRAM), today announced that it has established a sales office in Shanghai, China. The new sales office opened for business on October 1 and will enable Elpida to strengthen its marketing presence in the Chinese market.

Elpida is developing a global marketing network that reaches beyond its home operations in Japan. To provide timely support to customers, the company has domestic marketing offices in Japan in Tokyo, Nagoya, and Osaka, while overseas it has offices in Hong Kong, Taiwan, Singapore, the United States and Europe. The opening of the representative office in Shanghai is intended to bolster Elpida’s in a Chinese market that continues to enjoy strong growth and become more sophisticated. China also hosts some of the world’s top-class manufacturing enterprises and boasts one of the world’s highest levels of consumption.

Elpida plans to take advantage of its twin marketing operations in Hong Kong and Shanghai to expand sales not only in China’s personal computer market but also in its high-growth digital consumer electronic market. The expanded marketing presence will also enable Elpida to strengthen and enlarge its customer support program in the Chinese market and explore business opportunities presented by China’s embrace of the information society.

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. For more information, visit www.elpida.com.

The information contained within this news release, is current as of the date of release. Please note that the information herein may be revised later without prior notice.

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