



News Release

Elpida Memory Announces the Opening of New Tohoku Design Center

TOKYO, JAPAN, October 2, 2006 –Elpida Memory, Inc. (Elpida), Japan’s leading global supplier of Dynamic Random Access Memory (DRAM), today announced that as of October 1 operations have begun at a new design center for advanced DRAM products. The new “Tohoku Design Center” was created to upgrade and expand Elpida’s product development capabilities.

Elpida is the only semiconductor maker in Japan specializing in DRAMs and focusing on development, production and sales of the DRAM products (called “Premier DRAMs”) that are used in mobile phones, digital consumer electronic devices and servers. Elpida is currently strengthening its technological abilities on a global scale given rising demand for its Premier DRAMs and the need to have highly competitive product development capabilities. Because the Tohoku Design Center will play host to top-quality design engineering, it will become an important addition to Elpida’s business operations.

The Tohoku Design Center has been set-up inside Akita Elpida Memory, Inc. (Akita Elpida), a facility created by Elpida to handle back-end process and which also began business operations on October 1. In addition, as part of a plan to gradually expand the center’s business operations efforts will be made to recruit and hire additional staff, mainly in the northeastern and eastern areas of Japan.

Elpida’s business plans call for enhancing manufacturing technology development and

production capacity at Hiroshima Elpida Memory, Inc. and relying on Akita Elpida to make contributions to the development of advanced packages and upgrading package-related manufacturing technology. The importance of the Tohoku Design Center is that it will contribute to making Elpida's product development capabilities even more robust.

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 in 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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