



News Release

FOR IMMEDIATE RELEASE

Elpida Introduces a Product-Specific Manufacturing System

TOKYO, JAPAN, June 29, 2009 – Elpida Memory, Inc., Japan’s leading global supplier of Dynamic Random Access Memory (DRAM), has decided to convert the operations of its Hiroshima Plant to product-specific line manufacturing in July. The change will allow the company to have a manufacturing system that can more flexibly respond to volatile supply and demand conditions.

Until now Elpida’s entire Hiroshima Plant has been managed and operated as one line. However, as advances in technology are giving rise to unique products and product markets new methods for optimizing plant management appear necessary.

Thus after undertaking a review of all management methods used at the Hiroshima Plant Elpida made the decision to introduce a system of product-specific line manufacturing. Under the new system the manufacturing capacity of the Hiroshima Plant will be reorganized and divided into one line for mobile device-related DRAM products and a second line for PC DRAMs. Each line will in effect operate independently and have its own management.

The new system will enable a better understanding of each product’s profitability and specific work tasks and allow more precise control of manufacturing operations. In particular, more accurate management of manufacturing equipment control, yield improvement measures, market-segmented inventories and bottleneck processes will be possible.

The introduction of the new system may be accompanied by a 10-20% cut in the Hiroshima Plant’s PC line production. Elpida believes that its product-specific line system will enable it to flexibly adjust manufacturing along its mobile device-related line and its PC line in response to supply and demand conditions in each product market.

About Elpida

Elpida Memory, Inc. (Tokyo: 6665) is a leading manufacturer of Dynamic Random Access Memory (DRAM) integrated circuits. The company’s design, manufacturing and sales operations are backed by world class technological expertise. Its 300mm manufacturing facilities, consisting of its Hiroshima

Plant and a Taiwan-based joint venture, Rexchip Electronics, utilize the most advanced manufacturing technologies available. Elpida's portfolio features such characteristics as high-density, high-speed, low power and small packaging profiles. The company provides DRAM solutions across a wide range of applications, including high-end servers, mobile phones and digital consumer electronics. More information can be found at <http://www.elpida.com>.

Information in this news release is current as of the timing of the release, but may be revised later without notice.

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