



News Release

FOR IMMEDIATE RELEASE

Elpida Recognized for Excellence by Texas Instruments

TOKYO, JAPAN, July 30, 2009 – Elpida Memory, Inc. (Elpida), Japan’s leading global supplier of Dynamic Random Access Memory (DRAM), has been presented with a Texas Instruments (TI) 2008 Supplier Excellence Award for the outstanding quality and performance of its Mobile RAM™, the low power consumption RAM for portable devices such as cellular phones and digital still cameras. An award presentation ceremony was held at Elpida’s headquarters recently to recognize the company for its achievement.

The annual award is given to honor firms whose dedication and commitment in supply products and services meet TI’s high standards of excellence. Recipients are an elite group of suppliers chosen for their exemplary performance in areas of cost reduction, environmental responsibility, technology, responsiveness, assurance of supply and quality.

Elpida earned this honor by supplying TI’s multiple mobile platforms with leading edge Mobile RAM products and providing outstanding technical support for TI’s fast SiP (System-in-Package) product ramp. Elpida’s leading edge Mobile RAM technology fulfills the dynamically changing market demand and supports the innovative solution that TI always brings to the market.

“Elpida’s flexible and reliable product delivery and technical support for SiP has been outstanding, helping TI achieve on-schedule development and deployment of low power solutions to key customers,” Tom Thorpe, vice president of TI’s External Development and Manufacturing. “TI values the collaboration with Elpida as a key memory technology supplier, and congratulates the company for its success.”

“We are very honored to be chosen as one of TI’s Supplier Excellence Award winners this year. This gladsome event proves that our mobile technology and technical support had contributed to TI’s key technologies in their mobile application,” said Yoshitaka Kinoshita, Officer, Mobile & DC Division of Elpida. “We will continue to make efforts in improving the services and products in order to offer even greater value to our customers.”



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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