



FOR IMMEDIATE RELEASE

## Elpida Memory Announces Management Personnel and Organizational Changes

Tokyo, Japan, December 25, 2009 – Elpida Memory, Inc. (Tokyo: 6665), Japan’s leading global supplier of Dynamic Random Access Memory (DRAM), today announced the following management personnel and organizational changes effective as of January 1, 2010.

### 1. Organizational Changes

For the purpose of strengthening services related to DRAM products used in graphics applications Elpida has created a new Graphics Division that will be overseen by Takao Adachi, Chief Technology Officer for New Technology.

The New Technology Development Unit and the Future Technology Development Office will be placed inside the DRAM Business Unit and both operations will continue to be managed by Takao Adachi. The change will be made in order to achieve a more efficient development structure.

Also, the functions of the Foundry Business Division will be moved inside the Mobile & Digital Consumer Division for the purpose of strengthening the relationship with the Design Division.

### 2. Personnel Changes

In accordance with the above organizational changes the following personnel changes will be made.

Name	New Position	Former Position
Takao Adachi	Chief Technology Officer (CTO, <u>New Technology</u> ) – <u>In charge of Graphics Division, DRAM Business Unit</u> – <u>In charge of New Memory Development</u>	Chief Technology Officer (CTO, <u>New Technology Development Unit</u> ) – <u>Head of New Technology Development Unit</u> – <u>In charge of Future Technology Development Office</u> – <u>Taiwan Alliance Coordinator</u>
Hideki Gomi	Chief Technology Officer (CTO, <u>DRAM Technology</u> ) – <u>In charge of DRAM Technology Development Office, DRAM Business Unit</u>	Chief Technology Officer (CTO, <u>DRAM Business Unit</u> ) – <u>In charge of DRAM Technology Development Office, DRAM Business Unit</u>

Hiroaki Akiyama	Executive Officer – Hiroshima Plant Manager, DRAM Business Unit	Executive Officer – Hiroshima Plant Manager, DRAM Business Unit – <u>Foundry Business Div.</u>
Yoshitaka Kinoshita	Executive Officer – In charge of Mobile & Digital Consumer Division, DRAM Business Unit*	Executive Officer – In charge of Mobile & Digital Consumer Division, DRAM Business Unit

\* The functions of the Foundry Business have been incorporated into the DRAM Business Unit’s Mobile & Digital Consumer Division.

### **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.*

### **Elpida Press Contact:**

Hiroshi Tsuboi

Elpida Memory, Inc. (Japan)

Tel: +81-3-3281-1648

E-mail: [press@elpida.com](mailto:press@elpida.com)

###