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**SD MEMORY CARD – A GROWING PRESENCE IN WIRELESS
COMMUNICATIONS**

**Format Uniquely Positioned to Meet Needs of Mobile Phone Manufacturers,
Network Operators and Users**

ATLANTA, GA, March 22, 2004 – SD Memory Card continues to make its presence felt in the wireless communications industry. According to the SD Card Association (SDA), the diminutive flash memory card -- fast becoming the format of choice for digital still cameras, camcorders, audio and computer applications with 2,105 models of SD and miniSD-enabled host products from 180 brands in 31 categories that have been introduced into the global market – is uniquely positioned to address the needs of today’s Mobile Phone Industry.

The measure of SD’s acceptance by the wireless industry, as seen by Ray Creech, SDA President, is found in the growing number of SD and miniSD-enabled mobile phones currently available and displayed at CTIA Wireless 2004 in Atlanta. According to Creech, nearly 50* SD and miniSD-enabled mobile phones and smartphones are currently available around the world, with new and continuing models - by such leading companies as Motorola, Samsung, palmOne, Panasonic, Toshiba, Sharp, NEC, Fujitsu, Kyocera, and others.

“With mobile phones now offering built-in high-resolution camera functions, content downloading capabilities, and compatibility with PC data,” Creech says, “there is a clear need for removable memory cards to enhance mobile device capabilities. And, SD Memory Card – both standard and miniSD -- offers the size, interoperability and security handset makers require and consumers demand. ”

SD Memory Card – Making New Applications & Interoperability Possible:

As mobile phone experience grows, consumers will increasingly demand new and more sophisticated applications from their devices – functionalities that SD and miniSD are qualified to deliver. For instance, the newest generation of mobile phones, with higher resolution color screens and improved sound and graphics capabilities, boasts a wide variety of applications that require removable flash memory. The SD Memory Card’s high capacity – up to 1 GB** – is an ideal match for “smart phones” that allow users to take and e-mail digital images, conduct financial transactions, play games, and download maps, wallpapers and polyphonic ring tones, thus offering Network Operators new kinds of service applications. .

The card’s high transfer speed also enables smooth exchange of data between SD-enabled devices, such as printers, cameras, personal digital assistants (PDAs), and other phones. SD Memory Card, with its small form factor, also provides interoperability with PC-related devices and audio-video products such as digital TVs, camcorders, DVD recorders and portable audio devices.

SD Memory Card – Security for the Mobile User:

As mobile users come to depend more on their wireless devices, they will seek to conduct financial transactions and communicate sensitive information. A new Mobile

Commerce specification, established by SDA last month, will expand the applications of the SD Memory Card format by adding “smart card” security and other functionalities. This will allow the SD Card, including the -miniSD™ card, to enable secure transactions from mobile phones and other devices for such important market segments as: Personal Transactions such as banking, stock trades, and micropayments; Personal Entertainment such as content download and navigation; and Mobile Workforce Applications for industries such as medical, insurance, real estate and government sectors.

The SD Memory Card – both standard and miniSD – also incorporates advanced copyright protection technology. By preventing unauthorized copying, this function will encourage content creators and owners to quickly make high-quality content available for new download services, especially via mobile phones, with greater assurance about protection from privacy.

SDIO – Adding New Functionalities:

The forward-looking SD format also allows manufacturers to produce a wide variety of SDIO products that will permit handset users to add new functionalities to their mobile phones. A wide variety of SDIO modules are currently available, adding digital camera, radio, GPS and Bluetooth® capabilities to existing devices. For handset makers, this means their products need not be rendered obsolete with every new innovation; for consumer, this allows them to embrace new functionalities without purchasing entirely new products.

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About the SDA

The SD Card Association (SDA) is an open industry standards organization established in January 2000 by Matsushita Electric (Panasonic), SanDisk and Toshiba, and is supported by a consortium of over 700 companies. The SDA's mission is to set industry standards and promote SD Memory Card's wide acceptance in a variety of applications. The SD Card is a highly sophisticated memory device about the size of a postage stamp. SD stands to revolutionize information, entertainment and communications by putting advanced digital storage technology quite literally at users' fingertips. SD Card standards are currently being built into a wide range of new digital products such as cellular phones, audio players, automotive multimedia systems, handheld PC's and video and digital still cameras.

The Association's Web site can be reached at www.sdcard.org for more information about SDA membership, applications usage, member companies and upcoming meetings. Parties interested in joining the SDA are encouraged to visit the Web site or contact SDA President Ray Creech directly at 831-636-7322 or rcreech@sdcard.org.

*** Breakdown of SD-Enabled Mobile Phones By Region:**

Region	Models	Manufacturers
Europe	10	6
United States	10	7
Japan	20	10
Asia	8	6

** Usable capacity will be less.

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