# NEWS RELEASE

**SD CARD ASSOCIATION ADDS KEY MANUFACTURERS TO ADVANCE WORLDWIDE WIRELESS INITIATIVES**

**3GSM 2005/CES 2005** - SD Card Association (SDA) announced at 3GSM 2005, Cannes, France, that an impressive rising number of mobile phone manufacturers are turning to the SD Memory Card as the memory format of choice. This fact together with the creation of SDA`s Mobile Phone Task Force and Industry Analyst Support demonstrate SD Memory Card's escalating dominance in mobile phone market.

"Since we introduced the SD Memory Card in 2000, it has quickly achieved the number one position in the semiconductor memory card market across all geographies," said John P. Burnham, global director of marketing and communications for SDA. "We are pleased and excited that NPD has reported that SD was the market share leader in 2004 for the U.S., with a year to date share of 40.7 percent, and that SD products were the definitive Christmas favorites – with SD commanding an astounding 52.7 percent share of the market at the end of last year."

More and more, mobile phone manufacturers are turning to the SD Memory Card as the memory format of choice. Most recently, Sony-Ericsson and Nokia joined the SD Card Association, with the latter becoming a board member. These global leaders and others, including Motorola, Samsung, palmOne, Sharp, Panasonic, Toshiba, Fujitsu, NEC and Kyocera, are utilizing SD to deliver highly sophisticated applications that excite consumers and create new revenue opportunities for manufacturers and network operators. This is further confirmed by more than 170 SD and miniSD-enabled phones and smart phone models that are available around the world.

"We have adapted our flash memory card expertise in the digital still camera, camcorder, PC and television categories to create a solution that specifically addresses the unique needs of the wireless industry," said Ray Creech, president of SDA. "SD's strength lies in its ability to meet the requirements of all wireless applications from the point of view of size, performance and security."

Industry analysts across the board have concluded that the SD Memory Card is the dominant leader. According to Gartner analyst, Joseph Unsworth, "by 2008, revenues generated from the SD Memory Card will approach 3.5 billion dollars and it will remain the dominant format."

SDA's commitment to the wireless mobile phone industry includes:

- **Consumer Security Comes First:** Using the SmartSD Card, which integrates a smart card module with the SD Memory Card, consumers and carriers are able to

take advantage of secure applications through their wireless devices. With both the SD and mini-SD enabled mobile phones, subscribers can make secure financial transactions such as bill paying, stock trades and micro payments. In addition, this feature enables medical professionals to remotely download and utilize wireless applications that contain sensitive information, such as patient records.

- **Commitment Through Mobile Phone Task Force:** The Association continues to demonstrate its commitment to the wireless industry through its Mobile Phone Task Force, a group of engineers and marketing representatives dedicated to creating a seamless and interoperable environment for building applications on the SD Memory Card format.

- **Size, Speed, Security and Interoperability:** SD Memory Card's high capacity – currently shipping up to 1 GB – is an ideal match for "smart phones" that allow users to take and email digital images, conduct financial transactions, play games and download maps, wallpapers and polyphonic ring tones, thus offering network operators new kinds of revenue and service applications.

The card's high transfer speed enables smooth exchange of data between SD-enabled devices, such as printers, cameras, personal digital assistants (PDAs), and other phones.  SD Memory Card also provides interoperability with PC-related devices and audio-video products. SD is the competitive leader in copyright protection through its use of CPRM**.**

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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 the SD Memory Card's wide acceptance in a variety of applications.  SD Memory 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 digital video and still cameras.  The Association's Web site can be accessed at www.sdcard.org for more information about the SDA.  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.

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