

Jim Cantore of JLC Associates Named as Panelist and Session Chairperson at the First Annual Flash Memory Summit

San Jose, CA, July 12, 2006 —JLC Associates today announced that Jim Cantore, President and Principal Analyst, will be a Panelist and Session Chairperson at the First Annual Flash Memory Summit. The Summit will be held at the Wyndham Hotel, San Jose on August 8-10, 2006.

Mr. Cantore will be Session Chairperson of a panel discussion, Session #103 – Flash Disks, on Wednesday, August 9th, from 4 to 5 PM. He will also be a Panelist in Session #203 – Future of Flash Memory - from 2 to 3 pm on Thursday, August 10th.

Jim Cantore, President and Principal Analyst at JLC Associates, commented, “We are pleased to be able to present and speak on Flash memory at the Flash Memory Summit. The Flash memory market and competitive landscape have dramatically changed in the last four years and will change even more so in the next few years.”

About JLC Associates: JLC Associates provides strategic marketing and technology consulting. JLC Associates offers competitive analysis, market share, business and marketing plans and semiconductor technology consulting to semiconductor companies, major institutional and private investors, fund managers and hedge funds.

JLC Associates provides organizations with valuable market information key to making strategic business decisions. This information helps clients’ understanding of the marketplace, helps them to identify market trends, to assist in marketing plan creation, and to measure business performance.

About The Flash Memory Summit: The 1st Annual Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. The Summit features half-day tutorials, workshops, paper and panel sessions, keynotes, roundtables, special sessions, and exhibits. Subjects include hardware, software, design methods, consumer applications, embedded applications, computer and communications applications, alternative technologies, programming methods, testing, standards, and market research. For more information, visit www.flashmemorysummit.com.

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