

## PRESS RELEASE

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### SANDISK TAKES ACTION AGAINST ALZHEIMER'S DISEASE WITH SPECIAL SANDISK ULTRA II SD CARD AND CRUZER MICRO USB FLASH DRIVE

**SanDisk Will Contribute \$1 To The Alzheimer's Association  
For Each Specially-Branded Product Purchased, Up To \$1 Million**

MILPITAS, CALIFORNIA, September 12, 2007 – SanDisk® Corporation (NASDAQ:SNDK) today joined the fight against Alzheimer's disease, a devastating and fatal illness now afflicting more than 5 million Americans, by introducing special editions of two products: a two-gigabyte (GB)<sup>1</sup> SanDisk Ultra® II SD™ card and a two-gigabyte SanDisk Cruzer® Micro USB flash drive.



SanDisk will contribute \$1 to the Alzheimer's Association, the leading volunteer organization for Alzheimer's research and family support, for each specially-branded product purchased through August 2008, up to a maximum of \$1 million. The two products, which carry the same manufacturer's suggested retail price as SanDisk's regular 2GB SanDisk Ultra II SD card and 2GB Cruzer Micro drive, stand apart from the SanDisk line because they are purple – the signature color of the Alzheimer's Association.

“SanDisk as a company is dedicated to preserving digital memories, so it's appropriate for us to do what we can to help stop a disease that attacks human memory,” said Greg Rhine, senior vice president and

general manager of the Consumer Products Division at SanDisk. "Alzheimer's is a terrible disease – it is the seventh leading cause of death in the United States and, according to surveys, nearly half of all Americans know someone who has Alzheimer's. We are pleased to support the important work of The Alzheimer's Association."

Alzheimer's is a progressive disease that kills brain cells, ultimately destroying both mental and physical functions. It is not a normal part of the aging process and there is no known cause or cure. Although most prevalent after age 65, the disease can strike people as young as age 30.

Alzheimer's also puts huge emotional and financial burdens on family members of those suffering from the disease, because around-the-clock care is almost always required in later stages.

"Our new alliance with SanDisk, a well-known name in the field of consumer electronics, will help increase awareness of Alzheimer's," said Angela Geiger, vice president at the Alzheimer's Association. "In addition, SanDisk will be raising much-needed funds for our education, care and support, and research programs."

There is currently no cure or widely effective treatment for Alzheimer's disease, but there is hope. The Alzheimer's Association has raised more than \$200 million for research since 1982, and scientists are now exploring possible treatments that would slow or stop the disease.

Susan Park, senior product marketing manager for SanDisk Ultra II cards and leader of the Alzheimer's initiative at SanDisk, said: "By choosing SanDisk's Take Action Against Alzheimer's cards and flash drives, consumers get the same quality at the same price as our regular cards and drives, while making a contribution to the Alzheimer's Association. Our goal in launching this program is not only to raise funds, but to help increase awareness of Alzheimer's. We're very appreciative of our retail partners who are showing their support by displaying these products on their store shelves."

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. The association's mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care



and support for all affected; and to reduce the risk of dementia through the promotion of brain health. For more information about the Association's mission, visit [www.alz.org](http://www.alz.org).

### **Pricing and availability**

SanDisk's two Take Action Against Alzheimer's products are available now at select Best Buy stores in the United States. Other U.S. retailers are expected to begin carrying the products in October. The 2GB SanDisk Ultra II SD card has a manufacturer's suggested retail price of \$44.99, and the 2GB Cruzer Micro USB flash drive has an MSRP of \$39.99. More information on the products is available at [www.sandisk.com/alz](http://www.sandisk.com/alz).

SanDisk is the original inventor of flash storage cards and is the world's largest supplier of flash data storage card products, using its patented, high-density flash memory and controller technology. SanDisk is headquartered in Milpitas, California, and has operations worldwide, with more than half its sales outside the U.S.

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<sup>1</sup> 1 gigabyte (GB) = 1 billion bytes.

SanDisk's product and executive images can be downloaded from [www.sandisk.com/corporate/media.asp](http://www.sandisk.com/corporate/media.asp)  
SanDisk's web site/home page address: [www.sandisk.com](http://www.sandisk.com)

The Alzheimer's Association is a not-for-profit 501(c)(3) organization. However, this contribution is not tax deductible. SanDisk is conducting this promotion as a commercial co-venturer/paid fund-raiser and has paid for the use of the Alzheimer's Association's name and logo. Alzheimer's Association has not endorsed any SanDisk products. SanDisk will not receive any compensation from the Alzheimer's Association for or relating to this promotion.

For more information, write to: SanDisk Takes Action Against Alzheimer's Disease, attn: Susan Park, 601 McCarthy Corporation, Milpitas, CA 95035-7932. You may obtain a copy of the Alzheimer's Association's most recent financial report by writing to it at 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601-7633 or by calling toll-free at 800-272-3900. All contracts and reports regarding the Alzheimer's Association are on file with the IL Attorney General.

Registration with a state agency does not imply the state's endorsement. Residents of the following states may request information from the offices indicated: MD-Secretary of State, State House, Annapolis, MD 21401; NJ-Attorney General at 973-504-6215; NC-State Solicitation Branch at 919-733-4510; PA-Department of State at 800-732-0999; VA-Division of Consumer Affairs, Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 32309 or by calling 804-786-1343; WV-Secretary of State, State Capitol, Charleston, WV 25305.

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This press release contains certain forward-looking statements, including expectations for new product introductions, markets, customers and charitable contributions that are based on our current expectations and involve numerous risks and uncertainties that may cause these forward-looking statements to be inaccurate. Risks that may cause these forward-looking statements to be inaccurate include among others: market demand for our products may grow more slowly than our expectations or there may be a slower adoption rate for these products in new markets that we are targeting, our products may not perform as expected or be available when or at the prices expected, our products may be discontinued from time to

time, and the other risks detailed from time-to-time in our Securities and Exchange Commission filings and reports, including, but not limited to, our Form 10-K and our quarterly reports on Form 10-Q. We do not intend to update the information contained in this press release.

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