

## Press Release

For Immediate Release

### **elixir DDR3 SODIMM Received 2011 Taiwan Excellence Gold Awards Celebrate 10<sup>th</sup> Anniversary**



Taoyuan, Taiwan, Apr. 27th, 2011- Nanya Technology Corporation (TAIEX: 2408), one of the world-class leading DRAM manufacturers, today announced that its retail brand elixir 1.35V DDR3 SODIMM(42nm) memory module was selected from 30 finalist candidates to be awarded 2011 Taiwan Excellence Gold Award, which represents the image of innovalue (innovation + added values) of the Taiwan industry.

The elixir, aiming at the consumer and channel market, was debuted in 2001 by Nanya Technology and will celebrate its 10<sup>th</sup> anniversary this year. In the past 10 years, Nanya Technology continuously promotes elixir on two strategies, one is rolling out the channel network around the world, and the other is to enhance the branding value of elixir. All the efforts bring the success for elixir in worldwide channel market, covering as many as 60 countries. In Taiwan, elixir penetrates deeply into 7 major chain stores, occupying the top 3 market share in the channel market. In addition, elixir modules have also occupied top 3 of BCN Ranking for long time and also won the 2011 BCN AWARD in 3<sup>rd</sup> by its excellent annual sales performance in Japan. As for Europe, Nanya Technology also cultivated the major countries, such as Germany, Great Britain and France as well as to enlarge the territory to East Europe and Middle East, including Russia, Poland, Hungary and Turkey. 2011 is a very fruitful year for elixir in terms of the success in market strategy, and the recognition from Taiwan Excellence Gold Award.

"It is Nanya's honor to receive the Taiwan Gold Awards from the Bureau of Foreign Trade under judges' professional and prudent scrutiny. This is a great recognition toward Nanya Technology who have been dedicating in DRAM industry for 15 years.

Inspired by Taiwan Excellence Gold Awards, Nanya Technology will continuously devote in R&D, Design, Quality, and Marketing Strategy to elaborate the image of innovalue and diversifying product lines to fulfill the market demand as well as the enhancement in profit and competitiveness. In addition, as the winner of Taiwan Excellence Gold Award, Nanya Technology will cooperate with TAITRA to polish the branding of MADE IN TAIWAN and to being Taiwan DRAM industry to stand out in the world.” Said Dr. Pei Lin Pai, Vice President of Global Sales & Marketing and Spokesman of Nanya Technology Corporation.

Sponsored by the Bureau of Foreign Trade and Ministry of Economic Affairs, the Taiwan Excellence Awards selection is organized and implemented by the Taiwan External Trade Development Council (TAITRA). Under the critical selection criteria, 459 of 947 candidate products are entitled the 19th Taiwan Excellence Awards, representing the best-in-class standard from all the perspectives of R&D, Design, Quality, and Marketing Strategy. Among the 459 Taiwan Excellence award-winning products, 30 products are especially selected as the finalists to compete for the highest honor of Gold Awards. Only top 10 out of the 30 finalists turn out to be the Gold Award winners.

### **About Nanya**

Nanya Technology Corporation (NTC), a member of the Formosa Plastics Group, is a global leader in advanced memory semiconductors, focusing on research and development, design, manufacturing, and sales of DRAM products. NTC's common stock is traded on the Taiwan Stock Exchange Corporation (TSEC) under the symbol of 2408. The company currently owns one 200mm fabrication facility and one 300mm fabrication facility in Taiwan. The company also has a 300mm joint venture, Inotera Memories, Inc., which operates two 300mm fabrication facilities in Taiwan. Further information is available at <http://www.nanya.com>

### **About elixir– Nanya's Channel Brand**

elixir was debuted in late 2001 by Nanya Technology. As part of Nanya's marketing strategy, elixirs aim to deliver stable and good quality of DRAM Modules in the channel market. Each component of elixir products must pass stringent quality tests before final assembly; the modules have also been 100% tested and qualified for compatibility with worldwide leading PC system, motherboard and chipset manufacturers. For more detailed information, please visit the elixir website at [www.elixir-memory.com](http://www.elixir-memory.com)

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