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SanDisk Middle East and Africa: Integrated Marketing Communications Campaign in Saudi Arabia

Jeddah - May 03, 2011:

"SanDisk Corporation":<http://www.sandisk.com/>, the global leader in flash memory cards, had an aggressive plan into penetrating the Saudi Arabian market. As SanDisk's extended regional marketing communications platform, THECONTENT|FACTORY (The Content Factory) developed a plan to create brand awareness within the reseller and distributor community, while at the same time build the required market buzz to generate demand and product sell though in the Kingdom. The plan rolled out an integrated campaign across print, online and broadcast media, and involved a full day event organized to address the journalist community in a morning session and the reseller/distributor community in the evening.

For the event, The Content Factory planned and invited guests out of its office in Dubai, then flew into Jeddah, Saudi Arabia to arrange and execute the event. Over 25 journalist joined the morning press conference and 50 resellers joined in for the evening dinner event. We achieved very good coverage, especially in "Arab News":http://www.tcf-me.com/client_portal/sandisk-middle-east-africa-mea/content_items/sandisk-s-innovative-devices-driving-sales-growth and other Saudi Arabia based newspapers, magazines and TV stations.

The dinner was hosted by Tareq Hussein, SanDisk's Middle East and Africa (MEA) Sales Director along with Yasser Ahmed Abdulwahed Anam, Director – Sales and Marketing, Ahmed Abdulwahed Trading Co. (AAA).

Discussions will revolve around:

- SanDisk's plan for their business activities in Saudi Arabia.
- The introduction of SanDisk's National Account Manager, Saudi Arabia.

The lunch will be followed by one-on-one interviews with officials from SanDisk and AAA.

Following from the lunch, an evening meeting highlighting plans for supporting retail in Saudi Arabia will commence at 8.30pm. The evening will provide an excellent opportunity meet the SanDisk Middle East Team.

Details are mentioned below:

Date: Wednesday, May 3rd, 2011
Time: 12:30 pm onwards

Evening Event: 8.30pm followed by dinner

Venue: Le Meridien Jeddah Hotel, Kingdom of Saudi Arabia

ENDS

About SanDisk Middle East & Africa (MEA):

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SanDisk Corporation (NASDAQ: SNDK), a Fortune 500 and S&P 500 company, is a global leader in flash storage solutions. For more than 25 years, SanDisk has expanded the possibilities of storage, providing trusted and innovative products that have transformed the electronics industry. Today, SanDisk's quality, state-of-the-art solutions are at the heart of many of the world's largest data centers, and embedded in advanced smartphones, tablets and PCs. SanDisk's consumer products are available at hundreds of thousands of retail stores worldwide. For more information, visit www.sandisk.com.

* Performance may vary by capacity.

1 1 GB = 1,000,000,000 bytes. Actual user capacity less.

2 The earlier of (I) five (5) years or (II) the time at which such product unit's total cumulative data recorded on such unit at its S.M.A.R.T. attribute (log page 2Fh, parameter 25) or log page 11h, parameter 1 (Percentage Used Endurance Indicator) reaches 100% of the product units' endurance value. For more warranty information, please visit kb.sandisk.com.

3 Up to stated speed. Based on internal testing; performance may vary based on host device. 1 megabyte (MB) = 1 million bytes. X=150KB/s.

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This news release contains certain forward-looking statements, including expectations for markets, products and customers 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: the market demand for our products may grow more slowly than our expectations or our products may not be available in the capacities that we expect or perform as expected, or the other risks detailed from time-to-time in our Securities and Exchange Commission filings and reports, including, but not limited to, our most recent quarterly report on Form 10-Q and our annual report on Form 10-K. We do not intend to update the information contained in this press release.

To read aggregated news about SanDisk please click "here":http://www.tcf-me.com/client_portal/sandisk-middle-east-africa-mea/content_items

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