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For Immediate Release

## **New Card Connector for SD Introduced by 3M**

**AUSTIN, Texas – March 29, 2007** – The new top mount, push-push type Card Connector SD released by the 3M Electronics Solutions Division provides a reliable solution for mating SD cards to electronic devices.

The 3M Card Connector SD is appropriate for use in any electronic application that uses SD cards, including consumer electronics such as digital cameras, mobile phones, audio players, voice recorders, PDAs and gaming devices; and enterprise computing and network communications applications. It also is used in larger equipment applications such as enterprise computing and network communications for upgradeable firmware flash memory. The card connector generally takes up less board space, helps provide faster data rates and uses the latest generation of commonly available flash memory modules.

The connector contains an internal latching finger that provides added assurance of card retention. Its low-profile design creates more clearance above the board and permits dense packaging. The connector meets SD Card Association specifications and is RoHS(a) compliant. It is available in tape and reel or tray packaging.

For more information on the 3M Card Connector SD, visit <http://www.3M.com/Electronics>.

### **About 3M Electronics**

3M Electronics is a leading supplier of innovative solutions to the electronics market. 3M's wide array of advanced technologies enable the company to design specialized products intended to help electronics manufacturers improve quality, reduce costs and lower emissions. The company's products help their customers connect, clean, polish, adhere, protect, transport and finish their products. 3M serves customers in numerous market segments, including

semiconductor; OEM electronics; computers and peripherals; mobile and hand-held; as well as consumer, aerospace, military, automotive and medical markets.

### **About 3M - A Global, Diversified Technology Company**

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation.

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(a) "RoHS Compliant 2005/95/EC" means that the product or part ("Product") does not contain any of the substances in excess of the maximum concentration values in EU Directive 2002/95/EC, as amended by Commission Decision 2005/618/EC, unless the substance is in an application that is exempt under EU RoHS. This information represents 3M's knowledge and belief, which may be based in whole or in part on information provided by third party suppliers to 3M.

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