

Product Name & Category	
Product Name	SanDisk Extreme PRO® CFexpress™ Card Type B
Product Category	Memory card

Product Title & Description	
[32 characters]	SanDisk Extreme PRO® CFexpress™ Card Type B, 512GB*
[100 characters]	SanDisk Extreme PRO® CFexpress™ Card Type B, blazing-fast speeds that deliver RAW 4K video <sup>1</sup> , 512GB*

Product Headlines & Web Banner	
Primary	Unleashed RAW performance
Alternate	Blazing-fast speeds that deliver RAW 4K video
Web Banner [Maximum 6 words]	Unleashed RAW performance

Product Overview & Copy	
At-a-Glance Feature Bullets [6 max]	<ul style="list-style-type: none"> <li>• Read speeds of up to 1700MB/s and write speeds of up to 1400MB/s** offer low latency during high-speed recording and enhance workflow efficiency far beyond existing SanDisk cards <b>[512GB]</b></li> <li>• Read speeds of up to 1700MB/s and write speeds of up to 1200MB/s** offer low latency during high-speed recording and enhance workflow efficiency far beyond existing SanDisk cards <b>[128GB-256GB]</b></li> <li>• Read speeds of up to 1500MB/s and write speeds of up to 800MB/s** offer low latency during high-speed recording and enhance workflow efficiency far beyond existing SanDisk cards <b>[64GB]</b></li> <li>• Enables smooth, RAW 4K video<sup>1</sup></li> <li>• The CFexpress™ Card Type B is backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™<sup>2</sup></li> <li>• RescuePRO® Deluxe Recovery Software included<sup>3</sup> (download required)</li> <li>• Limited lifetime warranty<sup>4</sup></li> </ul>
Short Copy [25 words]	When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear and enhances your workflow efficiency far beyond existing SanDisk cards.
Medium Copy [50 words]	<p><b>[512GB]</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to 1700MB/s and write speeds up to 1400MB/s,** you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver.</p> <p><b>[128GB-256GB]</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to</p>

	<p>1700MB/s and write speeds up to 1200MB/s, ** you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver.</p> <p><b>[64GB]</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to 1500MB/s and write speeds up to 800MB/s, ** you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver.</p>
<p><b>Long Copy</b> [100 words]</p>	<p><b>[512GB]</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to 1700MB/s and write speeds up to 1400MB/s, ** you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver. This card enables smooth, RAW 4K video<sup>1</sup> capture with sustainable performance. Backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™,<sup>2</sup> the card includes both RescuePRO® Deluxe Recovery Software<sup>3</sup> and a limited lifetime warranty<sup>4</sup> for added peace of mind.</p> <p><b>[128GB-256GB]</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to 1700MB/s and write speeds up to 1200MB/s, ** you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver. This card enables smooth, RAW 4K video<sup>1</sup> capture with sustainable performance. Backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™,<sup>2</sup> the card includes both RescuePRO® Deluxe Recovery Software<sup>3</sup> and a limited lifetime warranty<sup>4</sup> for added peace of mind.</p> <p><b>[64GB]</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to 1500MB/s and write speeds up to 800MB/s, ** you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver. This card enables smooth, RAW 4K video<sup>1</sup> capture with sustainable performance. Backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™,<sup>2</sup> the card includes both RescuePRO® Deluxe Recovery Software<sup>3</sup> and a limited lifetime warranty<sup>4</sup> for added peace of mind.</p>
<p><b>Mock Ad / Pull-up Banner Copy</b></p>	
<p><b>Product Name</b></p>	<p>SanDisk Extreme PRO® CFexpress™ Card Type B</p>
<p><b>Category</b></p>	<p>Memory card</p>
<p><b>Headline</b></p>	<p>Unleashed RAW performance</p>
<p><b>Bullets</b></p>	<ul style="list-style-type: none"> <li>• Backwards-compatible with select current XQD® host devices<sup>2</sup></li> <li>• Read speeds of up to 1700MB/s and 1400MB/s write speeds**</li> </ul>

	<ul style="list-style-type: none"> <li><b>[512GB only]</b></li> <li>Read speeds of up to 1700MB/s and 1200MB/s write speeds** <b>[128GB-256GB]</b></li> <li>Read speeds of up to 1500MB/s and 800MB/s write speeds** <b>[64GB only]</b></li> <li>Enables smooth, RAW 4K video<sup>1</sup> with sustainable performance</li> </ul>
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Ad Circular, Bullets	
Option 1	<ul style="list-style-type: none"> <li>Backwards-compatible with select current XQD® host devices<sup>2</sup></li> <li>Read speeds of up to 1700MB/s and 1400MB/s write speeds** <b>[512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write]</b></li> </ul>
Option 2	<ul style="list-style-type: none"> <li>Read speeds of up to 1700MB/s and 1400MB/s write speeds** enable sustained performance <b>[512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write]</b></li> <li>Backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™<sup>2</sup></li> </ul>

E-Blast Copy	
Subject Line	Get unleashed RAW performance
Snippet Line/Email Preview	SanDisk Extreme PRO CFexpress Card Type B delivers sustained speeds
Headline	Blazing-fast speeds that deliver RAW 4K video
Product Call-out	SanDisk Extreme PRO® CFexpress™ Card Type B
Product Description	Take advantage of low-latency, high-speed RAW 4K <sup>1</sup> recording that's available with the SanDisk Extreme PRO® CFexpress™ Card Type B.
[Ideally: 225 characters including spaces Max: 550 characters]	Backwards-compatible with select XQD® cameras, <sup>2</sup> you'll get smooth, sustainable performance you haven't experienced before.
CTA 1	{Learn More}
Product Feature Modules	<p><b>Greater Speed</b></p> <p>Read speeds of up to 1700MB/s and 1400MB/s write speeds** enhances workflow efficiency. <b>[512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write]</b></p> <p>{Shop Now}</p> <p><b>Smooth Performance</b></p> <p>Capture RAW 4K video<sup>1</sup> with sustainable, low-latency performance.</p> <p>{Shop Now}</p> <p><b>XQD Compatibility</b></p>
[Module headlines: 33 characters incl. spaces Body copy: 80 characters incl. spaces]	

	<p>Backwards-compatible with select XQD® cameras<sup>2</sup> to bridge existing devices with future technology.</p> <p>{Shop Now}</p>
<b>Etail/Web Copy (A+, Power Pages, Corp Site)</b>	
<b>Product Name</b>	<b>SanDisk Extreme PRO® CFexpress™ Card Type B, XXGB*</b>
<p><b>Above the Fold Bullets</b></p> <p>[no more than 6]</p>	<ul style="list-style-type: none"> <li>• Read speeds of up to 1700MB/s and 1400MB/s write speeds** offer low latency during high-speed recording and enhance workflow efficiency far beyond existing SanDisk cards [512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write]</li> <li>• Enables smooth, RAW 4K video<sup>1</sup></li> <li>• The CFexpress™ Card Type B is backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™<sup>2</sup></li> <li>• RescuePRO® Deluxe Recovery Software included<sup>3</sup> (download required)</li> <li>• Limited lifetime warranty<sup>4</sup></li> </ul>
<p><b>At a Glance Bullets</b></p> <p>[5, shorter than ATF bullets &amp; meant to work together]</p>	<ul style="list-style-type: none"> <li>• Up to 1700MB/s read and 1400MB/s write speeds** [512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write]</li> <li>• Sustainable performance for smooth, RAW 4K video<sup>1</sup></li> <li>• Backwards-compatible with select XQD® cameras<sup>2</sup></li> <li>• RescuePRO® Deluxe Recovery Software included<sup>3</sup> (download required)</li> <li>• Limited lifetime warranty<sup>4</sup></li> </ul>
<p><b>Description</b></p> <p>[Same as Medium copy]</p>	<p><b>SanDisk Extreme PRO® CFexpress™ Card Type B</b></p> <p>When you're shooting where the action is, the CFexpress™ Card Type B unleashes the RAW performance of your gear. With read speeds up to 1700MB/s and write speeds up to 1400MB/s,** [512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write] you'll get low latency during high-speed recording and an enhanced workflow efficiency that's far beyond anything existing SanDisk cards deliver.</p>
<p><b>Feature Modules</b></p> <p>[ideally 6]</p>	<p><b>Speeds That Surpass Other Cards</b></p> <p>High-speed, consistent recording and enhanced workflow efficiency far beyond existing SanDisk cards are the result of read speeds of up to 1700MB/s and 1400MB/s write speeds** [512GB only; 128GB-256GB = 1700MB/s read / 1200 MB/s write; 64GB = 1500 MB/s read / 800MB/s write].</p> <p><b>Smooth 4K Video Performance</b></p> <p>The CFexpress™ form factor captures RAW 4K video<sup>1</sup> with sustainable, low-latency performance in your video recording.</p> <p><b>XQD Compatibility</b></p> <p>The card is backwards-compatible with select XQD® cameras that adopt firmware enabling CFexpress™,<sup>2</sup> the CFexpress Card Type B bridges existing devices with the future of technology.</p> <p><b>Easy File Recovery with RescuePRO Deluxe Software</b></p>

	<p>The card comes with a RescuePRO® Deluxe<sup>3</sup> data recovery software download offer. This software makes it easy to recover files that have been accidentally deleted (download required.)</p>
	<p><b>Limited Lifetime Warranty</b></p> <p>Enjoy the peace of mind a limited lifetime warranty<sup>4</sup> brings when it comes from SanDisk, a leading brand in imaging card performance.</p> <p><b>FOR AMAZON</b></p> <p><b>Trust</b></p> <p>SanDisk is the worldwide brand creative professionals and hobbyists know and rely on for their valued content.</p>

Compatibility	
Mobile Devices	
PC & Mac Computers	

Contents	
	CFexpress Card

Legal Copy	
<p><b>Disclosures/ Footnotes</b></p>	<p>*1GB=1,000,000,000 bytes. Actual user storage less.</p> <p>**Up to 1700MB/s read speed; up to 1400MB/s write speed. Based on internal testing; performance may be lower depending upon host device, usage conditions, and other factors. 1MB=1,000,000 bytes.</p> <p><sup>1</sup> 4K video (4069x2160p) support may vary based on host device, file attributes, usage conditions and other factors. See <a href="http://www.sandisk.com/HD">www.sandisk.com/HD</a>.</p> <p><sup>2</sup> Backwards compatibility with select XQD® cameras subject to the availability and installation of a camera firmware update provided by the camera manufacturer enabling CFexpress™ compatibility.</p> <p><sup>3</sup> Registration required; terms and conditions apply.</p> <p><sup>4</sup> 30-year warranty in Canada, Germany and regions not recognizing lifetime limited. See <a href="http://www.sandisk.com/wug">www.sandisk.com/wug</a>.</p>
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<p><b>Seller of Record Statement: for SanDisk use only</b></p> <p>For use on all SanDisk Global and Americas documents. Documents localized for regional use (non-Americas) do not need this statement.</p>	<p>Western Digital Technologies, Inc. is the seller of record and licensee in the Americas of SanDisk® products.</p> <ul style="list-style-type: none"> <li>• <b>FORMAT:</b> must be legible and larger than the legal disclosures and TM/© attribution</li> <li>• <b>PLACEMENT:</b> Place under entity/address if the collateral includes it; if no mention of SanDisk entity w/ address, then bottom of document.</li> <li>• <b>Do not combine with the Copyright/Trademark Copy. Must be on its own line.</b></li> </ul>