Micron Introduces Product Longevity Program for Long Lifecycle Customer Segments

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BOISE, Idaho, May 4, 2011 (GLOBE NEWSWIRE) -- Micron Technology, Inc. (Nasdaq:MU) today introduced a new product longevity program (PLP) for customers with long lifecycles needing legacy memory products. Micron's PLP reinforces the company's commitment to important embedded customer segments, including industrial, medical and automotive, that rely on a stable supply of memory architectures that will serve as a foundation to their products for years to come. Products included in Micron's PLP will be available for a minimum of ten years.

"Micron is taking a leadership position in the embedded market by balancing leading-edge memory technologies, such as our 20-nanometer NAND and 45-nanometer NOR, with long lifecycle products," said Tom Eby, vice president of Micron's embedded solutions group. "The PLP's assurance of extended product availability and support reduces design risk and protects the investment made by Micron's customers and chipset partners serving market segments like medical, automotive and industrial. We're providing a safe choice for long lifecycle designs."

The initial products in Micron's longevity program include DRAM, parallel and serial NOR, and low-density NAND. Micron intends to add products to the PLP on an ongoing basis. For more information on participating products offered in Micron's PLP visit www.micron.com/plp.

Industry Support for Micron's Product Longevity Program

"Avnet's customers rely on us for both design-chain and supply-chain support at every phase during the lifecycle of their products," said Chuck Delph, senior vice president, Avnet Electronics Marketing, Americas. "Micron's PLP offers our customers the added benefit of peace of mind, in addition to providing a level of commitment that we haven't seen formalized in the memory industry until now."

"Micron's product longevity program will offer solid memory solutions for Arrow's customer base, including the medical and aerospace and defense industries," said David West, vice president of supplier marketing and asset for Arrow Electronics. "As a result of this program, Arrow's customers will have long-term access to Micron's leading memory products."

"At Freescale, we're committed to providing a stable supply of processors to our long-lifecycle customers and we're pleased to see Micron enact a similar program for its memory solutions," said Steve Nelson, director of Americas Marketing at Freescale Semiconductor. "Freescale and Micron's joint customers can rest assured they'll have long-term supply for our respective processor and memory qualified solutions."

"As embedded technology becomes more complex, there is increased demand for easy to use processors and memory to support advanced applications containing graphical displays video, and Internet connectivity," said Niels Anderskouv, vice president, digital signal processing systems, Texas Instruments. "Our customers—whether designing with our Sitara ARM microprocessors, C-6-Integra DSP + ARM processors or DaVinci digital media processors—need long-term support for their integrated memory solutions. At TI, we provide a wide variety of devices to our customers with extended life and stable supply. We applaud Micron's efforts with its PLP and distribution network, giving our mutual customers the confidence to continue developing cutting-edge applications without availability concerns."

"As Renesas Electronics America looks to support customers' long-term designs where lifespans may be 10 to 15 years, it is valuable to partner with a company such as Micron who shares the vision of long-term product support," said Todd DeBoer, director, mass marketing group, Consumer & Industrial Business Unit, Renesas Electronics America. "It is this commitment to customers that allows both companies to grow strong ecosystems."

Relevant Links

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About Micron

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

The Micron Technology, Inc. logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=6950

This press release contains forward-looking statements regarding future products included in the Product Longevity Program.Actual events or results may differ materially from those contained in the forward-looking statements. Please refer to the documents Micron files on a consolidated basis from time to time with the Securities and Exchange Commission, specifically Micron's most recent Form 10-K and Form 10-Q. These documents contain and identify important factors that could cause the actual results for Micron on a consolidated basis to differ materially from those contained in our forward-looking statements (see Certain Factors). Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements.

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