



Crucial Announced as Platinum Sponsor of Popular LANFest Gaming Series

July 26, 2010

Key Messages: , Jul 26, 2010 (GlobeNewswire via COMTEX News Network) -- Crucial is a Platinum sponsor of LANFest Sponsored by Intel -- LANFest Sponsored by Intel hosts computer gaming tournaments at sites across the US, and has raised more than \$300,000 for charity -- LANFest attendees have an opportunity to win awesome prizes like Crucial(R) Ballistix(R) memory, Crucial solid-state drives, and Crucial swag like the Crucial "Memory Hawg" T-shirts and the limited-edition Crucial Snuggie(TM) -- In addition to LANFest, Crucial sponsors many LAN events globally

Multimedia Elements:

- LANFest sponsored by Intel
- Charities benefiting from LANFest
- Crucial Logo and Product Images

FREMONT, Calif., July 26, 2010 (GLOBE NEWSWIRE) -- Lexar Media, a leading global provider of memory products for digital media, today announced that Crucial is a Platinum sponsor of LANFest Sponsored by Intel. The sponsorship gives LANFest event attendees an opportunity to win excellent prizes such as Crucial Ballistix memory and Crucial solid-state drives, plus unique Crucial swag, including Crucial "Memory Hawg" T-shirts and limited-edition Crucial Snuggies(TM). Crucial is a longtime supporter of the LAN (local area network) gaming community, sponsoring PC gaming events across North America, the United Kingdom, and Europe.

"Competitive PC gamers understand that you are only as fast as the hardware installed in your rig," said Fred Waddel, Crucial.com general manager. "High-performance hardware upgrades like Crucial Ballistix Tracer(R) memory and Crucial RealSSD C300 solid-state drives offer gamers a significant advantage over the competition."

The popular LANFest computer gaming series holds events at sites across the United States. At LANFest events, hundreds of enthusiast PC gamers gather to compete in individual and team-based tournaments, meet face-to-face with online teammates, visit exhibitor booths to experience firsthand the latest in computer technology, and win computer hardware and prizes from sponsors.

Proceeds from LANFest Sponsored by Intel events benefit three charities: United Way, Child's Play, and Shriners Hospitals for Children. LANFest has raised more than \$300,000 for charities. Learn more at the LANFest website.

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About Lexar Media

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar(R) and Crucial brand names. Lexar Media offers products in all major flash and DRAM memory categories, including consumer and enterprise-level USB flash drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. For computers, Lexar also offers a full range of DRAM computer memory upgrades for PCs and Mac(R) systems, and solid state drives (SSDs). An industry leader in innovative, patented flash memory technology, Lexar is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar, visit www.lexar.com. For more information about Crucial products, visit www.crucial.com, www.crucial.com/uk or www.crucial.com/eu. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

Lexar. When Memory Matters. (TM)

The Lexar/Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6945>

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 DRAM, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the NASDAQ Global Select Market under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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