



Crucial.com Receives the Bizrate® 2010 Circle of Excellence Platinum Award for Providing Outstanding Customer Experiences

November 22, 2010

Key Messages:

- Crucial.com earned the 2010 Bizrate Circle of Excellence Platinum award for providing outstanding customer experiences throughout the year as rated by customers.
- This is the 9th consecutive year that Crucial.com has earned a Bizrate Circle of Excellence award.

Multimedia Elements:

- [Current \(real-time\) Bizrate Rating for Crucial.com](#)
- [Bizrate Press Release Announcing Winners](#)
- [Crucial® Image Gallery](#) (logos, products, etc.)

 [Crucial Logo](#)

FREMONT, Calif., Nov. 22, 2010 (GLOBE NEWSWIRE) -- [Crucial.com](#), a leading online computer memory upgrade destination, received the coveted [Bizrate 2010 Circle of Excellence Platinum Award](#). Crucial.com marked its 9th consecutive year of earning a Bizrate Circle of Excellence award. The award recognizes online retailers that provided outstanding customer experiences throughout the past one year period, as rated by their own customers. This prestigious annual award is based on ratings submitted by buying customers immediately after purchase and after order receipt. The award recognizes the very best online retailers with high customer satisfaction ratings across seven metrics spanning the shopping experience, order delivery, product, and customer support.

"As an organization, everything we do at Crucial.com is directed by a set of uncompromising core values that help us focus our efforts on providing a truly outstanding customer experience," commented Roddy McLean, marketing director at Crucial.com. "One of these core values is making it easy for our customers to find exactly what they need—and this award is a validation that customers are truly satisfied with their experience."

Crucial.com was among 134 online retailers to win the Bizrate 2010 Circle of Excellence Award. Further, Crucial.com was one of only 34 retailers to receive the highest distinction: the Platinum Award. The Platinum Circle of Excellence is awarded to retailers that achieved an average score of at least 9.0 out of 10.0 in each of the following seven key satisfaction indicators:

- Overall satisfaction at the point of sale
- Product selection
- Ease of finding what the customer is looking for
- Repurchase intent after order receipt
- Product met expectations after order receipt
- On-time delivery
- Customer support

The Crucial.com team believes that its comprehensive customer and product support options have earned it consistently high scores year after year. Crucial.com customers receive support before, during, and after their purchase. The Crucial Memory Advisor™ and Crucial System Scanner online tools help customers find the right memory for their system and offer a 100% compatibility guarantee, and US-based customer support call centers are available should users have any questions or problems. Additionally, many Crucial memory products have a limited lifetime warranty and now offer an extended 45-day money back guarantee. Customers can get started by finding a guaranteed-compatible memory upgrade option online at [Crucial.com](#).

Crucial.com is part of Micron Technology, one of the world's leading providers of advanced semiconductor solutions.

The Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8353>

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Lexar Media is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide. 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.™

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.

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