



Crucial Receives CDW Partner of the Year Award

November 20, 2007

Crucial Receives CDW Partner of the Year Award

Boise, Idaho , Tuesday, November 20, 2007 – Lexar Media announced that Crucial, the leading memory upgrade provider, received CDW's Partner of the Year award for providing exemplary products, programs, and support. Crucial was presented with the award during the 2007 CDW Partner Summit in Las Vegas on November 5. Crucial is a brand of Lexar Media, Inc., a subsidiary of Micron Technology, Inc.

"The Partner of the Year Award from CDW is a tremendous honor from a world-class company," said Mark Adams, Vice President of Digital Media. "It confirms to us that we have succeeded in making Crucial the most desirable memory upgrade partner in the industry. We take great pride in the fact that CDW—and all our valued partners—are satisfied with our service."

"We are pleased to honor Crucial in the first annual CDW Partner of the Year awards," said Matt Troka, CDW vice president of partner and product management. "Their selection—based on input from CDW customers, account managers, product management teams, and executives—reflects Crucial's high level of commitment to the industry and to working with CDW to satisfy our customers' needs."

About Lexar

Lexar Media is a leading marketer and manufacturer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar also sells flash memory products under the Kodak brand. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc., and Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

About Micron Technology, Inc.

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAMs, 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 New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

© 2007 Lexar Media, Inc. All rights reserved. Information is subject to change without notice. Lexar and the Lexar logo are trademarks of Lexar Media, Inc. Micron, Crucial, and the Crucial logo are trademarks of Micron Technology, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders.

Related Links

[Micron Media Center](#)

Contacts

Samuel Harmer
Crucial Technology
208-363-5645
sharmer@micron.com
<http://www.crucial.com>