



Crucial.com Receives BizRate Circle of Excellence Award

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Crucial.com recognized for providing outstanding customer satisfaction for the 6th year in a row

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Meridian, Idaho, September 18, 2007 Crucial.com, the leading online computer memory upgrade provider, received the BizRate® Research Circle of Excellence Platinum award from Shopzilla for the sixth year in a row. This prestigious annual award recognizes the very best online retailers in customer satisfaction, as judged by actual customers. Crucial.com is one of an elite group of 73 online retailers that met the rigid criteria set by BizRate Research for outstanding service from September 1, 2006 - August 15, 2007. Crucial.com is an online destination of Lexar Media, Inc.

"More than half of Crucial.com customers who were recently surveyed were referred by a friend, coworker or family member," said Rus Miller, Director of Crucial.com Customer Sales. "We attribute our excessive referral base to our focus on complete customer satisfaction."

Crucial received above-average customer ratings on seven key satisfaction metrics, including:

1. Overall satisfaction
2. Product selection
3. Ease of finding products
4. Repurchase intent
5. Product met expectations
6. On-time delivery
7. Customer support

About Lexar Media

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar® and Crucial® brand names. Lexar Media offers products in all major flash and DRAM memory categories, including USB flash drives, innovative backup drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit www.lexar.com, and for Crucial brand products, visit www.crucial.com.

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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