



Crucial Voted Best Memory Manufacturer 2008 by Custom PC Readers

November 20, 2008

Glasgow, Scotland , Thursday, November 20, 2008 – Lexar Media, a leading global provider of memory products for digital media, announced today that its Crucial® DRAM memory brand was awarded Best Memory Manufacturer 2008 by the readers of popular performance hardware magazine, Custom PC.

With almost 5,000 readers taking part in the survey, Crucial was rated top in its category for the second consecutive year. Respondents were asked to rate each brand – purchased within the past 18 months – across six criteria, which included performance, value for money, and after-sales support. Of those readers who voted for Crucial, the majority cited “good reputation” as the main reason for buying Crucial memory, and 98% of respondents advised that they would purchase Crucial memory again.

"For the second year in a row Custom PC readers voted Crucial as the premier brand of enthusiast memory," said James Gorbould, Deputy Editor of Custom PC. "Readers rated Crucial's performance in six key areas - highlighting the company's website, reliability, and technical support as second to none."

"We are honoured that Custom PC readers have once again voted Crucial as Best Memory Manufacturer," said Roddy McLean, Worldwide Marketing Manager of crucial.com. "The survey results reflect our commitment to exceptional customer support and high-quality products. We're extremely proud to have come out on top as the readers' brand of choice for the second year running."

Crucial scored higher than the survey average across each of the six criteria surveyed*:



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 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® systems, and solid state drives (SSD). 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.

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 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 New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

* Mean scores for each criterion were calculated for brands achieving more than 100 respondent ratings per category. An overall mean score for each brand is produced by averaging mean scores across individual criteria.

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