



Crucial.com Honored with BizRate Circle of Excellence Award

September 29, 2008

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Fremont, CA , Monday, September 29, 2008 – Lexar Media, a leading global provider of memory products for digital media, today announced that for the 7th consecutive year, Crucial.com was awarded the BizRate® Circle of Excellence Award. Crucial.com is one of 81 elite online retail recipients to have met the rigid criteria set by BizRate Research for outstanding service from September 1, 2007, through August 15, 2008. This prestigious annual award is judged by customers, and recognizes the very best online retailers in customer satisfaction.

"We're extremely proud to receive this honor for the 7th straight year. Our customers really drive our success - they continually provide us with great feedback, which takes the guesswork out of understanding and responding to their needs," commented Rus Miller, director of e-commerce for Lexar Media. "We're always ready to listen to our customers in an effort to improve our performance."

Crucial.com 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 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 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.

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