



## Crucial.com Voted Best Website for Buying Memory Products

November 18, 2008

**Glasgow, Scotland , Tuesday, November 18, 2008** – Lexar Media, a leading global provider of memory products for digital media, announced today that crucial.com was awarded the Shopzilla® Circle of Excellence Platinum Award. Crucial.com, a premier online destination for DRAM and flash memory products, was one of only eight e-commerce sites nationwide to receive the prestigious Shopzilla Circle of Excellence Platinum Award, the scheme's highest honour.

Shoppers using price comparison website Shopzilla.co.uk rated crucial.com as excellent across seven key performance measures including overall satisfaction, choice, ease of use, on-time delivery and customer support.

"We are extremely proud to have won a Shopzilla Circle of Excellence Platinum Award," said Roddy McLean, Worldwide Marketing Manager of crucial.com. "Our customers shape our success, so we look to them to help us understand what constitutes good customer satisfaction. Listening to and acting upon what our customers have to tell us is the only way for us to offer excellent customer service."

Crucial.com scored the highest overall in its category across seven satisfaction metrics:



### 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](http://www.lexar.com). For more information about Crucial products, visit [www.crucial.com](http://www.crucial.com), [www.crucial.com/uk](http://www.crucial.com/uk) or [www.crucial.com/eu](http://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](http://www.micron.com).

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