



## Crucial.com Wins the Buzzillions Reviewers' Choice Award for Best Computer Memory

April 9, 2009

**Fremont, CA , Thursday, April 09, 2009** – Lexar Media, a leading global provider of memory products for digital media, today announced that three of its most popular computer memory upgrades on Crucial.com won 2008 Buzzillions Reviewers' Choice Awards. Winners of the Buzzillions Reviewers' Choice Awards are selected based on the opinions of real consumers who have purchased and used the product and posted their reviews on Buzzillions.com ([www.buzzillions.com](http://www.buzzillions.com)), a leading hub for online customer reviews.

Crucial.com's 4GB memory upgrades for Apple® iMac® computers won Best Computer Memory for Power Users, while its 1GB memory upgrade for Dell Dimension 2400 series PCs won Best Overall Computer Memory and Best Computer Memory for Casual Users.

Because actual reviews help customers make informed purchasing decisions, Crucial.com recently introduced the PowerReviews® tool on its Web site. The PowerReviews tool enables customers to review products and share their feedback on Crucial.com, and has averaged approximately 3,500 customer reviews per month since its inception. "The opinion that matters most to us is that of our customers, and it's apparent our customers value each others' opinions as well," said Fred Waddel, director of e-commerce at Crucial.com. "The Buzzillions Reviewers' Choice Awards reflect the value and success of this customer feedback strategy."

Crucial.com offers over 250,000 upgrades for more than 40,000 systems, and delivers OEM-quality memory at affordable prices, backed by a limited-lifetime warranty. To find a compatible upgrade, users can go to the Crucial.com System Scanner at [www.crucial.com/systemscanner](http://www.crucial.com/systemscanner). This downloadable tool quickly searches systems to accurately determine how much memory is currently installed, and then provides compatible Crucial memory upgrade recommendations.

Buzzillions.com is a product review site that categorizes its reviews by "user personality," enabling consumers to get ratings and reviews from people just like them. "Most product awards are judged by a small group of industry experts," said Andy Chen, CEO of Buzzillions. "The Buzzillions Reviewers' Choice Awards are unique in that they are judged by the people, for the people. It speaks volumes for Crucial.com to be recognized by the toughest judges of all – their customers."

For a full list of winners, visit Buzzillions Reviewers' Choice Award Announcement, here:  
<http://blogs.buzzillions.com/reviewers-choice-award-winners/>

### 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 (SSDs). 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.

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 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).

### About the Buzzillions Reviewers' Choice Awards

Buzzillions Reviewers' Choice Awards are selected utilizing a special algorithm that ranks products reviewed by consumers in the calendar year of 2008. This algorithm incorporates star ratings, number of reviews and the reliability of the reviewers (reviews by "Verified Buyers" are given more weight). The #1-ranked product is awarded "Reviewers' Choice Winner" status. The #2 - #5-ranked products are awarded "Reviewers' Choice Finalist" status. Buzzillions.com, which has nearly five million reviews, is a one-stop product research site for consumers, providing reviews and recommendations from real product users for more than 700,000 products in thousands of categories, including consumer electronics, apparel, sporting goods, health & beauty and home & garden.

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### Contacts

Kelly Sasso  
Crucial Technology  
208-363-5654  
[ksasso@micron.com](mailto:ksasso@micron.com)  
[www.crucial.com](http://www.crucial.com)