



Crucial.com/uk Wins Customer Satisfaction Award from Price Comparison Website PriceGrabber.co.uk

June 30, 2009

Glasgow, Scotland , Tuesday, June 30, 2009 – Lexar Media, a leading global provider of memory products for digital media, today announced that crucial.com/uk was awarded the PriceGrabber 1K Bronze Merchant Award. Crucial.com/uk, a premier online destination for DRAM and flash memory products, received the accolade thanks to its high level of customer service. It is one of only three online merchants to have received such an award.

Price comparison website PriceGrabber.co.uk presented crucial.com/uk with the 1K Bronze Award after they received over 1,000 positive reviews with a minimum 4.4 out of 5 star rating in Q1 2009. Excellent service, free shipping, and easy-to-use online tools were key features noted in many of the customer comments. Having also won a 1K Bronze Award the previous quarter, crucial.com/uk is one of a select few to have gained the award consecutively, receiving more than 2,300 positive reviews so far.

"In recognition for accumulating over 2,300 reviews with a positive star rating, I am pleased to announce, for the second consecutive quarter, crucial.com/uk has been accredited with the PriceGrabber.co.uk Bronze Merchant Award. This is an incredible achievement; as few merchants can boast 2300+ user ratings while providing excellent customer service. Crucial.com is now on track to become the first merchant on PriceGrabber.co.uk to be given our Silver accreditation (3000+ positive reviews)," said Justin Sedgmond, merchant relations director at PriceGrabber.co.uk.

"We are delighted to have received the PriceGrabber 1K Bronze Award for the second quarter in a row," said Roddy McLean, worldwide marketing manager of crucial.com. "Offering excellent customer service is of utmost importance to us, so learning what our customers deem to be important is vital. The positive feedback from the PriceGrabber site is a great reflection of how we strive to consistently meet the expectations of our customers."

To find out more about other crucial.com awards and Crucial products, please visit <http://www.crucial.com/uk/>.

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, Inc., one of the largest semiconductor manufacturers worldwide.

For more information about Lexar, visit <http://www.lexar.com>. For more information about Crucial products, visit www.crucial.com, <http://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

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.

Key Messages:

- Crucial.com/uk site received PriceGrabber 1K Bronze Award
- Over 1,000 positive customer reviews in Q1 2009
- Second consecutive such award from PriceGrabber, giving crucial.com/uk more than 2,300 positive reviews overall
- Demonstrates a successful customer experience found by customers shopping direct from crucial.com/uk

Multimedia Elements:

- [Crucial on PriceGrabber](#)
- [Crucial Image Gallery](#)

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