



Lexar Media Announces Crucial® TAA Compliant Memory for Desktops, Servers, and Notebooks

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Fremont, CA , Wednesday, July 01, 2009 – Lexar Media, a leading global provider of memory products for digital media, today announced the availability of a full line of Crucial memory products that are compliant with the country of origin requirements of the Trade Agreements Act (TAA) of 1979. The new TAA compliant memory offering includes DDR, DDR2, and DDR3 premium quality memory modules for servers, desktops, and notebooks.

U.S. Government agencies, as well as educational institutions and other entities purchasing with U.S. government funds – and the entities that sell to them – often require that the products they purchase be manufactured in countries that are TAA compliant. Memory modules are TAA compliant when the module has originated entirely from, or last substantially transformed in, the United States or one of the specifically enumerated TAA “designated” countries listed in the Federal Acquisition Regulation (FAR). Crucial TAA compliant memory modules deliver the TAA compliance that U.S. government and education customers require. Additionally, all Crucial TAA compliant modules are covered by the Crucial Reliance program, which includes limited lifetime warranties, dedicated toll-free support, and the option of an on-site spares program. For additional details about the new Crucial TAA memory solutions, or how to participate in the Crucial Reliance program, visit www.crucial.com/taa.

“Our new suite of Crucial TAA compliant memory products go through rigorous manufacturing and testing processes and meet the TAA’s stringent sourcing standards,” said Jim Jardine, Lexar Media’s senior DRAM product marketing manager. “We understand our government and education customers have unique needs, and we take pride in providing them with premium-quality, Crucial-branded memory solutions that meet those needs.”

Crucial desktop, notebook, and server modules provide OEM-quality memory at affordable prices, and are backed by a limited lifetime warranty. Crucial.com carries over 250,000 upgrade options for more than 40,000 systems. For more information about Crucial memory products, visit www.crucial.com.

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. 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.

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.

Key Messages:

- Full product line of DDR, DDR2, and DDR3 TAA compliant desktop, notebook, and server memory modules.
- High quality memory options for government and education customers (and entities that sell to them) that require TAA compliance, from a trusted name in the industry.
- All Crucial TAA compliant memory modules are covered by the Crucial Reliance program.

Multimedia Elements:

- [Crucial Image Gallery](#)
- [TAA Compliant Memory](#)

Related Links

[Micron Media Center](#)

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