



Survey Reveals Top Computer New Year's Resolutions For Americans

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Faster Running Programs, Speedier Start-Ups, and Improved Reliability Lead The List of Things Americans Would Like to Change About Their Computers in 2013

BOISE, Idaho--(BUSINESS WIRE)-- New research commissioned by Crucial.com, a leading online destination for memory and solid state drive upgrades, and conducted online by Harris Interactive, provides greater insight into the **2013 New Year's resolutions** that Americans would most like to make for their computers if given the opportunity.

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Of those who have a computer, more than half (53%) said they would like their computer programs to run faster, while 43% said that faster start-up would be one of their top New Year's resolution for their computer in 2013.

Furthermore, 36% of those who have a computer said they would like to improve reliability (e.g., fewer crashes or freezes) of their computer in the coming year, a sign that American consumers' computers may not be

operating with enough internal memory.

"New Year's has always been a time to reflect on many of the life changes we want to make in the coming year. And, since most resolutions focus on improving health, relationships, careers, and eliminating the things that cause life stress, we encourage consumers to also focus on alleviating the stress and frustration caused by a computer that is underperforming," says Roddy McLean, marketing director, Crucial.com. "Often times, all it takes to get a computer back up to speed and resolve performance issues is a simple do-it-yourself memory upgrade. It might just be the easiest and most rewarding New Year's resolution consumers will ever make."

In addition to speed and reliability, 35% of those who have a computer said longer battery life would be a resolution for their computer in 2013. 29% cited increased storage space, and nearly one-quarter (24%) of computer-owners said they would like their computer to stay cooler when operating. 18% said they wished for their computer to reduce its weight or size in 2013, while only 1 out of 5 said they would not change anything about their computer in 2013.

"Simply put, a memory upgrade will make a computer operate more efficiently, which in turn will prolong battery life, reduce operating temperatures and in the case of solid-state drives (SSD), even help reduce the weight of the computer," added McLean.

Founded on the concept of making upgrades easy for the everyday computer user, Crucial.com, has been serving customers for nearly 15 years, while providing the knowledge and tools needed to select and purchase the right computer memory upgrade. Just go to Crucial.com and run the [Crucial® System Scanner](http://Crucial.com) tool to find the right memory upgrade options that will improve system performance and extend the life of an existing computer.

Visit www.crucial.com for more information, follow Crucial on Twitter at @CrucialMemory, "LIKE" Crucial at www.facebook.com/CrucialMemory, and subscribe to helpful videos at www.youtube.com/crucialmemory.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Crucial.com from November 27th —November 29th, 2012 among 2,249 adults ages 18 and older, among which 2,172 are computer owners. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Will Ostedt at wostedt@ppmgcorp.com.

About Crucial.com

Crucial.com is a leading online retailer specializing in computer memory (RAM) and solid state drives (SSDs), and is operated by a subsidiary of Micron Technology, Inc., one of the world's leading manufacturers of computer memory products. Crucial.com offers more than 250,000 compatible products for nearly every computer system: home and business, old and new, PC and Mac® computers. Utilizing a suite of easy-to-use, free online tools, including the Crucial® System Scanner and the Crucial Memory Advisor™ tool Crucial.com makes it easy to find a compatible upgrade to improve computer performance and restore system reliability. For more information, visit www.crucial.com.

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 a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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