



New Crucial® DDR4 DRAM Modules Enable Next Generation Enterprise and Consumer Products

January 10, 2013

Key Messages:

- Engineered by Micron Technology to pack more performance into users' systems through increased bandwidth and higher density.
- DDR4 modules operate at 1.2V, up to 20 percent lower than previous technology, allowing for decreased power consumptions in systems and longer battery life in mobile devices.
- DDR4 runs twice as fast as DDR3 speeds (2133 MHz vs. 1066 MHz). This enables systems to process data faster, load applications faster, improve responsiveness, and increase the ability to multi-task and handle data-intensive programs.

Multimedia Elements:

- [Crucial Image Gallery](#)
- [DDR4 Infographic](#)

BOISE, Idaho, and GLASGOW, United Kingdom, Jan. 10, 2013 (GLOBE NEWSWIRE) -- Crucial, a leading global brand of memory and storage upgrades, today announced its first DDR4 DRAM demonstration at CES 2013. As a global brand of Micron, the Crucial DDR4 DRAM demonstration is based on Micron's 30-nanometer (nm) technology, the 4-gigabit (Gb) DDR4 x8 part is the first piece of what is expected to be the industry's most complete portfolio of DDR4-based modules, which will include RDIMMs, LRDIMMs, SODIMMs and UDIMMs (standard and ECC).

The new Crucial DDR4 DRAM modules use up to 20 percent lower voltage than previous technology, enabling smaller, more efficient form factors and longer battery lives. The DDR4 DRAM will have lower voltage, operating at 1.2V in comparison to current DDR3 offerings operating from 1.35V to 1.5V. The new memory modules enable mainstream data rates that are up to twice as fast as DDR3 memory. This will enable systems to process data faster, load applications faster, improve system responsiveness, and increase the ability to multi-task and handle data-intensive programs.

"The initial readiness of our DDR4 product portfolio represents a big step forward in terms of power and performance improvements for our customers," said Robert Feurle, vice president for Micron's DRAM Marketing. "A variety of speed and density options enable leading edge modules for the most demanding applications."

The first public demonstration of the Crucial Ballistix DDR4 DRAM modules will be held at the 2013 International CES, January 8-11th.

"With DDR4 data rates already twice that of DDR3 when it was introduced, Crucial Ballistix is the ideal showcase for Micron's latest generation of DRAM," said Jim Jardine, director of DRAM product marketing, Crucial. "Other benefits, including reduced voltage compared to DDR3, will make DDR4 an important advancement in memory technology that will benefit computing systems that range from the personal computer to the data center."

The Crucial DDR4 DRAM modules are backed by a limited lifetime warranty and are rigorously tested to meet or exceed the high-quality performance specifications customers have come to expect from Crucial. New DDR4 DRAM modules are expected to ship in late 2013. For more information on Crucial DDR4 DRAM, please visit www.crucial.com.

Follow us online!

Facebook: www.facebook.com/crucialmemory

Twitter: www.twitter.com/crucialmemory

YouTube™ www.youtube.com/crucialmemory

About Crucial

Crucial is a global brand of Micron Consumer Products Group, a division of a subsidiary of Micron Technology, Inc., one of the largest memory manufacturers in the world. Crucial® products include award-winning solid state drives (SSD) and DRAM for more than 50,000 desktops, laptops, servers, workstations, and other systems. Crucial products are available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators who can be found at www.crucialproducts.com. For more information or support, visit www.crucial.com.

The Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8353>

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, visit www.micron.com.

©2013 Micron Technology, Inc. All rights reserved. Information is subject to change without notice. Crucial, Ballistix, and the Crucial logo are trademarks of Micron Technology, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders. This

news release contains forward-looking statements regarding the production of DDR4. Actual events or results may differ materially from those contained in the forward-looking statements. Please refer to the documents Micron files on a consolidated basis from time to time with the Securities and Exchange Commission, specifically Micron's most recent Form 10-K and Form 10-Q. These documents contain and identify important factors that could cause the actual results for Micron on a consolidated basis to differ materially from those contained in our forward-looking statements (see Certain Factors). Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements.

CONTACT: Media Contact:

US Contact:

Andrew Rodger

Crucial

+1 (978) 518-4516

crucial@matternow.com

www.crucial.com

UK Contact:

John Craske

Crucial

+44 (0)20 7025 8213

crucialteam@fireflycomms.com

www.crucial.com