



Crucial.com Takes Home the Bronze Stevie® for Customer Service Department of the Year

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For the Second Year Running, Crucial.com is Honored for Outstanding Customer Service in the Computer Hardware Category

BOISE, Idaho--(BUSINESS WIRE)-- Leading computer memory (DRAM) and solid state drive (SSD) online retailer Crucial.com was honored with a Bronze Stevie® Award for Excellence in Customer Service by the Stevie® Awards Monday night at the 7th annual Stevie Awards for Sales & Customer Service gala at the Paris Las Vegas Hotel and Casino.

The Stevie Awards for Sales & Customer Service are the world's top sales awards, contact center awards, and customer service awards. The Stevie Awards organizes several of the world's leading business awards shows including the prestigious American Business AwardsSM and International Business AwardsSM. More than 1,100 entries from organizations worldwide were submitted to this year's competition for consideration in 30 customer service categories, including Contact Center of the Year, Award for Innovation in Customer Service, and Customer Service Department of the Year. Following an intensive review by a judging committee that included many of the world's most respected executives, entrepreneurs, innovators, and business educators, Crucial.com was awarded the 2013 Bronze Stevie® Award for its outstanding customer service.

The 2013 award marks the company's third Stevie Award, having received the 2012 Silver Stevie Award for excellence in customer service and the 2012 Bronze Stevie Award for excellence in computer hardware websites.

"We are delighted and honored that the Stevie Awards have once again recognized Crucial.com as a leader in customer service," said Kathy Lansdowne, Crucial.com Senior Manager of Customer Relations. "It is part of our DNA to cultivate a culture of problem-solving, education, and the willingness to take the time that is needed to ensure all customers are supported with the right information, whether they are ordering online, chatting with a representative, or calling to speak directly with our team. It is an honor and testament to our outstanding people to win our third Stevie Award, and serves to bolster our commitment to continued excellence."

A leading online destination for do-it-yourself memory upgrades, Crucial.com was founded on the concept of making computer memory upgrades easy for the everyday consumer and has been providing the knowledge to do so for over 15 years. With helpful online forums, integrated online tools and a friendly customer service support staff, Crucial.com provides their customers with solutions for most of their computer needs.

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

About Crucial.com

Crucial.com is a leading online retailer specializing in computer memory (RAM) upgrades and solid state drives (SSDs), and is an online destination of Micron Technology, Inc., one of the world's leading manufacturers of computer memory products. Crucial.com offers more than 250,000 upgrades 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™ tools, consumers are able to quickly assess, select, and purchase compatible memory upgrades to restore computer performance, improve system reliability and increase productivity. 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.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.StevieAwards.com.

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The Pollack PR Marketing Group
Will Ostedt/Stefan Pollack
310-556-4443
wostedt@ppmgcorp.com
spollack@ppmgcorp.com

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