



Crucial.com Enhances Customer Experience with Online Community

August 4, 2009 at 12:00 AM EDT

Fremont, CA, and Emeryville, CA , Tuesday, August 04, 2009 – Crucial.com and Lithium Technologies today announced the global Crucial.com online community to complement existing site features that make buying computer memory upgrades an easy and engaging experience. In just two months, the Crucial.com customer network has had more than 1,000 users register to share ideas, solutions, and best practices about Crucial® memory products. Crucial.com is an online destination of Lexar Media, a leading global provider of memory products for digital media; Lithium Technologies is the leading provider of on-demand customer community and Social CRM solutions for the enterprise.

As the demand for better memory solutions has increased, so has Crucial.com's customer base and the challenge of maintaining high levels of customer satisfaction. To meet that challenge, the company explored its options for scaling customer service in keeping pace with the growing and evolving needs of its customers. Crucial.com decided to implement a customer community, and today Crucial.com's Lithium-powered community is positively impacting customer satisfaction in two ways. First, the community gives customers access to their peers, who are a highly trusted source for information and support. Second, the community is easing the burden on existing support channels. Crucial.com has already seen an overall reduction in support call center volume for Crucial products, and a staggering nearly 50% reduction in support chat volume, enabling the company to continue delivering timely and high quality customer service.

"Customer experience is something that is extremely important to us at Crucial.com, and we saw an enormous opportunity in working with Lithium to enhance that experience by making it easier for customers to interact with each other online," said Fred Waddel, general manager of Crucial.com. "Doing so provides an additional, valued service to our customers. The community not only enhances the customer experience, but also amplifies word-of-mouth marketing by exposing new customers to potentially thousands of raving fans talking about our products."

In addition to answering one another's questions, community members have also provided valuable feedback to the company. For example, thanks largely to feedback from the community, Crucial.com discovered that 64-bit windows users were experiencing problems using its System Scanner tool. After additional testing and development, the company was able to resolve the issue and make an enhanced 64-bit version of the tool available to customers.

"With its new online community, Crucial.com is unlocking the power of its customer network to support and promote on the company's behalf," said Lyle Fong, Lithium CEO. "This social approach to customer relationship management is clearly delivering value to Crucial.com customers and driving top- and bottom-line benefits for the company."

Future plans for the community include weaving online customer conversations more tightly into the Crucial.com e-commerce process, letting customers promote the company's products. This next-step integration will make it easier for potential customers to consider opinions and information from their peers as part of the buying process.

To learn more about the Crucial.com community, please visit <http://www.forum.crucial.com/>. For further information about Lithium Technologies, please visit <http://www.lithium.com>.

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Crucial.com Community: <http://www.forum.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.

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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.

About Lithium Technologies

Lithium is the leading provider of Social CRM solutions to power the customer network. Working with market leaders such as Best Buy, Sony, AT&T, Research In Motion Limited (RIM), Univision, and PayPal, Lithium is delivering the next generation of customer relationships by unlocking the value of the social customer network. Lithium solutions combine the power of online customer communities with the broader social web and traditional CRM business processes to inspire customers to innovate, promote, and support on the company's behalf. As a result, businesses measurably improve their marketing and sales, accelerate innovation, and increase customer satisfaction. Lithium's platform is proven in high-volume, growth environments

and provides the security, analytics, APIs, and multi-language support that enterprises demand. Founded in 2001, Lithium is privately held with headquarters in Emeryville, California. For more information, visit www.lithium.com.

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