



Save the Ties, Sweaters, and Singing Fish and Surprise Dad with the Gift of Memory This Father's Day

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Boise, Idaho, May 24, 2012 - Father's Day is when we honor the patriarch of the family, go out of our way to be extra kind, and show him how much he means to us by showering him with useless, impractical gifts that only serve to remind dad that he failed to instill a good sense of "gift buying taste" in his children. So, this **Father's Day**, ditch the neckties, socks, and golf accessories, and give dad the gift of frustration-free computing with a do-it-yourself **computer memory** upgrade from Crucial.com.

Whether he is checking email, browsing the web, working on a presentation, or secretly monitoring his kid's Facebook page, there is nothing more disheartening than seeing "dear old dad" suffering because of a computer that has suddenly turned slow, unresponsive and unreliable. But there is hope this Father's Day! Crucial.com offers just the right prescription for relieving Dad's technology-induced anguish and restoring his computer performance with a smart, cost-effective memory upgrade.

"This Father's Day why not be practical and give him something he can use," said Ed Walker, e-commerce marketing manager of Crucial.com. "In today's economy, Dad may not be in a position to run out and buy a new computer, but considering its relatively low cost and easy installation, a memory upgrade is one of the smartest, most cost-effective ways to improve performance, reliability and extend the life of an ailing computer. Perhaps most importantly, it'll be one less source of stress for Dad on his special day."

Founded on the concept of making upgrades easy for the everyday computer user, Crucial.com, a leading online destination for memory upgrades and solid state drives for nearly 15 years, provides the knowledge and tools needed to select and purchase the right computer memory upgrade for Dad. Just grab Dad's computer, go to Crucial.com and run the award-winning Crucial® System Scanner tool to find memory upgrade options that are guaranteed to be compatible.

As a pioneer of do-it-yourself memory upgrades, Crucial.com bolsters its online memory upgrade tools with a full team of memory upgrade experts to help choose the right memory upgrade for over 50,000 desktops, laptops, servers, printers, routers, and other electronic devices.

Visit www.crucial.com for more information, follow Crucial on Twitter at @CrucialMemory, "LIKE" Crucial at www.facebook.com/CrucialMemory, and subscribe to our 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 (SSD), 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.

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