



## Crucial.com Wins Twelfth Consecutive Bizrate® Circle of Excellence Award for Outstanding Online Customer Satisfaction

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**Boise, Idaho, November 15, 2012** - [Crucial.com](http://www.crucial.com), a leading online retailer specializing in computer memory (DRAM) upgrades and solid state drives (SSD), was awarded the [2012 Bizrate Circle of Excellence Platinum Award](#) for **customer satisfaction** as rated by their own verified customers. Shopzilla's coveted award honors online retailers that receive top scores in seven key indicators of customer satisfaction and of those winners, only those that score the highest level of ratings receive the prestigious platinum award.

Shopzilla, an online portfolio of e-commerce brands that reaches over 40 million shoppers per month, determines the winners of the Bizrate Circle of Excellence by aggregating the customer feedback collected annually through its free Bizrate Insights Buyer Survey. Crucial.com's distinction as a platinum winner was shared by less than 1% of the over 5,200 retailers included in the Bizrate Insights Network in North America. The Circle of Excellence winners in Shopzilla's United Kingdom, French, and German Networks are expected to be announced later this year.

As a Bizrate Circle of Excellence Platinum Award winner, Crucial.com achieved a score of at least nine out of ten in all of the following customer satisfaction indicators over a one year period:

- Point of Sale Measurements
  - Overall Satisfaction
  - Product Selection
  - Ease of Finding What the Customer is Looking For
- Post Order Fulfillment Measurements
  - Customer Support
  - Repurchase Intent
  - Product Met Expectations
  - On-Time Delivery

"There is no greater honor for a company than to be praised by its own customers," said Ed Walker, e-commerce marketing manager North America, Crucial.com. "Crucial.com takes pride in the efforts of the global customer service department, because we understand that not all customers will have the same understanding of technology and are simply trying to fix computer performance issues. It is one of our core tenets that we take the time that is needed to provide customers with accurate information and then empower them with a broader understanding of their technology. We believe that an educated customer will be a loyal customer."

Crucial.com was founded on the premise that everyday consumers can and should have the ability to improve their computers through do-it-yourself memory upgrades and has been providing consumers with the knowledge and tools to do so for over 15 years.

Visit [www.crucial.com](http://www.crucial.com) for more information, follow Crucial on Twitter at @CrucialMemory, "LIKE" Crucial at [www.facebook.com/CrucialMemory](https://www.facebook.com/CrucialMemory), and subscribe to our videos at [www.youtube.com/crucialmemory](http://www.youtube.com/crucialmemory).

### About Crucial.com

Crucial.com is a leading online retailer specializing in computer memory (RAM) and solid state drives (SSD), 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](http://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](http://www.micron.com).

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