



Crucial.com Scoops Shopzilla Circle of Excellence Award for the Fifth Time

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Glasgow, UK, February 06, 2013 - Crucial.com/uk, a leading online retailer specialising in computer memory (DRAM) upgrades and solid state drives (SSDs), is confirmed as a European winner in the 2012 Shopzilla Circle of Excellence Awards. The awards recognise the top performing online retailers that have provided outstanding online retail experiences throughout the year, as rated by their customers.

Shopzilla reaches nearly 14 million shoppers across Europe each month. By asking actual customers for their feedback on their shopping experiences, Shopzilla is able to provide valuable insight into how consumers feel about the quality of customer service they receive online.

Crucial.com/uk is one of only fifteen merchants, selected from more than 2,000 retailers, to receive this accolade. The Circle of Excellence is awarded to retailers that achieved the highest scores in each of following seven key satisfaction indicators, with Crucial.com/uk achieving an impressive overall rating of 9.4 out of 10.0:

- Overall satisfaction at the point of sales
- Product selection
- Ease of finding what the customer is looking for
- Repurchase intent after order receipt
- Product met expectations after order receipt
- On-time delivery
- Customer support

Roddy McLean, E-Commerce Marketing Manager at Crucial.com/uk, said: "We take a great deal of pride in the high level of customer service we provide, so it means the world to us when our customers recognise the work we do. We understand that upgrading a computer can be daunting. From finding the right upgrade to installing it in their system, we do all we can to empower our customers to "do it themselves", regardless of tech know-how. Winning this award for the fifth time is validation that customers are truly satisfied with their experience."

Crucial.com/uk 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 the knowledge and tools to do so for over 15 years.

Visit <http://www.crucial.com/uk> for more information, follow Crucial on Twitter at @CrucialMemory, "LIKE" Crucial at <http://www.facebook.com/CrucialMemory>, and subscribe to Crucial videos at 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.

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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