



Crucial.com Announces Winners of Its Apple Spending Spree Sweepstakes

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Boise, Idaho, July 26, 2012 - [Crucial.com](http://www.crucial.com), a leading online destination for memory upgrades, announced today, the winners of its *Apple Spending Spree Sweepstakes*. Entrants were offered the chance to win either a Grand Prize of Apple gift cards worth \$10,000 to be used in Apple retail and online stores, an award-winning Crucial solid state drive (SSD), or a memory upgrade from Crucial.com. The randomly selected winners of the 2012 Crucial.com *Apple Spending Spree Sweepstakes* are:

- **GRAND PRIZE** (\$10,000 worth of Apple gift cards) - Justin S. of Tunbridge Wells, UK
- **FIRST PRIZE** (512GB SSD) - Ian M. of Nailsea, UK
- **RUNNER-UP** (memory upgrade) - Robert S. of Coral Springs, FL

"We congratulate the contest winners and thank the entire Mac community for their continued trust in Crucial.com as a leading source for high-quality, guaranteed-compatible memory and storage," said Fabrice Sabo, e-commerce marketing manager of Crucial.com. "Having serviced the Mac community for more than a decade, Crucial.com has a keen understanding of Mac systems and the distinct needs of the Mac user. Crucial memory and SSD upgrades enable more speed, effortless multitasking, and an enhanced multimedia experience for Mac users at a fraction of the cost of a new system."

In addition to naming the contest winners, Crucial.com announced that it will match the grand prize with a \$10,000 Apple gift card donation to **TechSoup Global**, a nonprofit organization that provides other nonprofits and libraries with the technology needed to fulfill their missions and serve their communities.

"We congratulate all of the winners and are thrilled that Crucial.com partnered with TechSoup Global to support our mission of providing nonprofits with the technology, knowledge and resources they need to operate at their full potential," said Gayle Samuelson Carpentier, Chief Business Development Officer of TechSoup Global. "We are very excited to put this prize to work for deserving organizations."

In support of the recently concluded sweepstakes promotion, Crucial.com updated its online [Mac memory upgrade area](http://www.crucial.com/mac2012) (<http://www.crucial.com/mac2012>) to include an expanded resource section featuring information on selecting and installing guaranteed-compatible memory upgrades for a wide range of Mac systems, old and new. The dedicated Mac computer upgrade area also includes access to the award-winning Crucial System Scanner, an abundance of helpful video tutorials, and more than 100 detailed, step-by-step DRAM and SSD installation guides for popular MacBook® Pro, iMac®, Mac Mini and Mac Pro® computer models.

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

About TechSoup Global

TechSoup Global (www.techsoupglobal.org) is a 501^{(c)(3)} nonprofit organization working towards the day when every nonprofit, library, and social benefit organization on the planet has the technology knowledge and resources it needs to operate at its full potential. TechSoup Global was founded in 1987 on the belief that technology is a powerful enabler for social change. Today, it has over 200 employees, an annual budget of US\$30 million, and operates programs in Africa, the Americas, Asia Pacific, Europe, and the Middle East through a network of independent capacity-building non-governmental organizations. With support of leading technology companies, including Microsoft, Adobe, Cisco, and Symantec, TechSoup Global and its network have reached more than 167,000 organizations, distributed more than 8.7 million technology products, and enabled recipients in 38 countries to save more than US\$2.9 billion in IT expenses. For more information about technology donations and resources for U.S.-based nonprofits and public libraries, visit www.techsoup.org.

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