



## Crucial Ballistix Tracer DDR3 Modules Now Available in Three Brilliant Colors

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**Fremont, CA, and Glasgow, UK, January 08, 2009** ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the immediate availability of Crucial® Ballistix Tracer™ DDR3-1333 (PC3-10600) memory modules in three vibrant new colors — green, blue and red. Performance memory enthusiasts and system modders can choose from a variety of Crucial Ballistix Tracer module colors to match their case color scheme or to suit their individual style. The new color modules are available in 3GB and 6GB kits through select resellers worldwide and at [www.crucial.com/ballistix](http://www.crucial.com/ballistix), [www.crucial.com/uk/ballistix](http://www.crucial.com/uk/ballistix), and [www.crucial.com/eu/ballistix](http://www.crucial.com/eu/ballistix).

The green, blue, and red Crucial Ballistix Tracer modules incorporate matching printed circuit board (PCB), heat spreader, and activity-indicating LEDs. The activity-indicating LEDs feature a new pattern running along the top edge of the module, while the bottom edge of the module showcases ground-effects LEDs. Additionally, these new color modules utilize the latest Intel® Extreme Memory Profiles (XMP) for easy overclocking, as well as support Intel Core™ i7 three channel platforms.

"When it comes to the Ballistix™ modules, we enjoy having a little fun with the design process, while still maintaining our rigorous performance standards," commented Jeremy Mortenson, senior product marketing manager at Lexar Media. "The new green, blue, and red DDR3 Ballistix Tracer modules are no exception, and deliver popular color options for modders, without sacrificing the performance and overclocking they've come to expect from our Ballistix Tracer memory."

For more information about the complete line of Crucial Ballistix high-performance memory modules, visit [www.crucial.com/ballistix](http://www.crucial.com/ballistix), [www.crucial.com/uk/ballistix](http://www.crucial.com/uk/ballistix), or [www.crucial.com/eu/ballistix](http://www.crucial.com/eu/ballistix).

### About Lexar Media

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