



Crucial Expands Gaming Line with New Ballistix Sport Memory Series

March 29, 2011

Key Messages:

- Designed for mainstream users, gamers, and general PC enthusiasts.
- Supports today's latest AMD® and Intel® platforms, including 2nd Generation Intel Core™ processor (formerly codenamed Sandy Bridge) technology.
- Includes stylish new heat spreader design, standard timings and voltages, and offers broad system compatibility.
- Requires little or no BIOS configuration, resulting in easy product installation.
- Available in the most popular speeds and densities in both DDR2 and DDR3 memory.

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Ballistix Sport DDR3](#)
- [Ballistix Sport DDR2](#)
- [Ballistix Sport Product Flyer](#)

US Contact:

Kelly Sasso
Lexar Media
+1 208-363-5654
ksasso@micron.com
<http://www.crucial.com>

UK Contact:

Joan Lunny
Lexar Media
+44 (0) 1355 586130
crucialeupr@micron.com
<http://www.crucial.com/uk>

Fremont, CA, and Glasgow, UK, March 29, 2011 ♦ Lexar Media, a leading global provider of memory products for digital media, today introduced the Crucial® Ballistix® Sport memory series designed to provide mainstream users, gamers, and general PC enthusiasts with a reliable, no-hassle gaming experience. The new Crucial Ballistix Sport memory supports today's latest AMD and Intel platforms, including 2nd Generation Intel Core processor (formerly codenamed Sandy Bridge) technology. It also features a stylish new heat spreader design, along with standard timings and voltages, providing maximum memory stability and system compatibility. Additionally, industry-standard specifications require little or no BIOS configuration, resulting in easy product installation.

"Over the years, Crucial Ballistix memory has earned a reputation amongst gamers and enthusiasts as high-quality, high-performance, reliable memory," said Jeremy Mortenson, senior product manager. "The Crucial Ballistix Sport series offers casual gamers an accessible, easy-to-use Ballistix memory product at an affordable price. This new Ballistix offering is part of our broader product strategy and a commitment to satisfy the needs of our customers."

Available in popular speeds and densities in both DDR2 and DDR3 technologies, the affordably priced Crucial Ballistix Sport series is backed by a limited-lifetime warranty and is available globally today through select partners and online at www.crucial.com.

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