



Crucial Further Expands Gaming Line with New Ballistix Tactical and Ballistix Elite Series

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Key Messages:

- New Ballistix® Tactical and Ballistix Elite Series rounds out Crucial® gaming line to offer a comprehensive portfolio of speeds, densities, and product features.
- Full line of Crucial Ballistix memory features new logo treatment and updated heat spreader designs.
- New Ballistix product lines offer a full range of memory from low latency DDR2-800MHz up to high-speed DDR3-2133MHz, along with 4GB densities of DDR3-1600MHz, -1866MHz, and -2000MHz modules.
- Ballistix Tactical and Ballistix Elite lines will be available on www.crucial.com and through leading global channel partners in September 2011.

Multimedia Elements:

- [Crucial Ballistix Sport Images](#)
- [Crucial Ballistix Tactical Images](#)
- [Crucial Ballistix Elite Images](#)

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Boise, ID, and Glasgow, UK, June 21, 2011 ♦ Crucial, a leading global brand of memory and storage upgrades, today announced two product line additions to its highly successful [Ballistix high-performance memory](#): Crucial Ballistix Tactical and Crucial Ballistix Elite lines. Building on the recent successful launch of the Crucial Ballistix Sport memory, these new product lines create a comprehensive high-performance memory portfolio addressing the needs of a broad range of users across performance memory segments. Whether casual enthusiast or hardcore gamer, the expanded Ballistix portfolio now provides a distinct choice of performance memory solutions and is available in a variety of speeds and densities, along with differentiated product features. The complete line of Ballistix memory features a new logo treatment and updated heat spreader designs, as well as a full range of products from low latency DDR2-800MHz up to high-speed DDR3-2133MHz. Additionally, 4GB densities will be available in DDR3-1600MHz, -1866MHz, and -2000MHz modules.

Ballistix Tactical

Designed for performance enthusiasts, gamers and power users, the Crucial Ballistix Tactical series provides increased speeds and lower latencies. With style in the forefront, this series features a black PCB and an integrated heat spreader for improved thermal design. Additionally, the new Ballistix Tactical series provides users with reliable DDR2 and DDR3 memory in a variety of speeds and densities that are ideal for system stability and compatibility while ramping up performance.

Ballistix Elite

Available in DDR3 for compatibility with the latest cutting-edge platforms, the new Crucial Ballistix Elite series is designed for extreme enthusiasts and gamers. With advanced speeds and timings designed to support the latest technology platforms, the new Ballistix Elite line comprises the latest technical features and choice components, such as enhanced mechanical designs for the heat spreader, black PCBs, and integrated thermal sensors.

"As the Memory Experts and a leading brand in the memory industry for more than 15 years, Crucial continues to demonstrate a commitment to the DRAM category with this new segmented Ballistix offering," said Jeremy Mortenson, senior product manager. "While others are focusing on other non-memory related products or dropping out of DRAM completely, Crucial remains focused and forward-thinking on its products."

"We understand that memory is not a one-size-fits-all product — we know our users, we know their diverse needs, and we can fulfill those needs with a

broad range of choices,” continued Mortenson. “By enhancing both the design and product features, we’re offering a comprehensive selection of Ballistix memory based on usage needs while building upon the stability and compatibility synonymous with the Crucial name.”

Ballistix Sport

The [Crucial Ballistix Sport series](#), introduced in March 2011, is designed to provide mainstream users, and general PC enthusiasts with a reliable, no-hassle gaming experience. It offers standard timings and voltages for maximum memory stability and system compatibility, and industry-standard specifications require little or no BIOS configuration, resulting in easy product installation.

The new Crucial Ballistix Tactical and Ballistix Elite product lines will be available in September 2011 on [crucial.com](#) and through global channel partners. The Crucial Ballistix Sport series is available now at [Amazon.com](#), [Tigerdirect.com](#), and [Newegg.com](#), and will be available with the new logo in September 2011.

About Crucial

Crucial is a leading global brand of Micron Technology, one of the largest semiconductor manufacturers worldwide. Crucial branded products include industry-leading solid-state drives (SSD) and DRAM memory upgrades for desktops, laptops, servers, workstations, and other systems. Crucial products are available worldwide at leading retail and e-tail stores, commercial resellers and system integrators, and at [www.crucial.com](#). For more information about Crucial products, 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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