



## Crucial RealSSD C300 1.8" Design Provides Ultra-Portable Solution for Notebook Market

October 7, 2010

### Key Messages:

- Sleek, approximately 40% smaller SSD footprint (over standard 2.5" drives ) provides an excellent storage option for ultra-portable laptops and netbooks
- Leverages [Micron® RealSSD™](#) product design and industry-leading NAND innovations
- New 1.8" design offers the same high-speed performance as the Crucial® RealSSD C300 2.5" solution
- Available in 64GB, 128GB, and 256GB capacities through leading channel partners worldwide

### Multimedia Elements:

- [Crucial RealSSD C300](#)
- [Crucial Image Gallery](#)
- [Micron Blog](#) (multiple RealSSD C300 drive videos available)

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**Fremont, CA, and Glasgow, UK, October 07, 2010** Lexar Media, a leading global provider of memory products for digital media, today introduced a 1.8" footprint version of the award-winning Crucial RealSSD C300 product line. The 1.8" profile, which is approximately 40% smaller than the standard 2.5" drive, provides an excellent solid-state storage option for the most portable products such as ultra-thin laptops, netbooks, and tablet PCs — without sacrificing performance and capacity. Based upon the Micron RealSSD product design and innovation, the new [Crucial RealSSD C300 1.8" drive](#) utilizes (multi-level cell) MLC NAND, advanced controller technology, and optimized NAND management, which together improve boot up and application load times dramatically and enhance overall system performance. No moving parts provides for quieter, cooler, and more durable solutions compared to traditional hard disk drives.

With impressive read speeds of up to 355MB/s and write speeds up to 215MB/s, the Crucial C300 1.8" drive natively supports SATA 6Gb/s, and is backwards compatible with the SATA 3Gb/s interface. The new Crucial RealSSD C300 1.8", like the standard 2.5" format, is available in 64GB, 128GB, and 256GB capacities, and comes with a limited three-year warranty.

"There's a broad range of design and interface options emerging in the ultra-portable laptop market and this growing segment is trying to achieve a balance between performance, capacity, and cost," said Robert Wheadon, Lexar Media senior worldwide SSD product manager. "Our new drive is an excellent storage option for ultra-portable products; they meet the need for a smaller footprint, and provide uncompromised performance at an affordable price."

Lexar Media values channel partner relationships and is committed to providing expert service, support, and sales tools for Crucial-branded memory solutions. The Lexar Media Partner Portal, available at [www.lexarmediapartners.com](http://www.lexarmediapartners.com), provides product images, product flyers, as well as other marketing and sales materials.

Competitive prices start at US\$149.99 for a 64GB SSD, and Crucial RealSSD C300 1.8" drives are available through leading channel partners worldwide, and online at [www.crucial.com/ssd](http://www.crucial.com/ssd).

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**About Lexar Media**

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar® and Crucial® brand names. Lexar Media offers products in all major flash and DRAM memory categories, including USB flash drives, innovative backup drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit [www.lexar.com](http://www.lexar.com), and for Crucial brand products, visit [www.crucial.com](http://www.crucial.com).

Lexar Media is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

Lexar. When Memory Matters.™

**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](http://www.micron.com).

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