



Crucial.com Product Rating Tool Used by 50,000 Online Customers

April 28, 2010

Key Messages:

- Product rating system further solidifies Crucial.com as leader in online memory upgrades
- Crucial.com listens to customers' product and service feedback
- By providing customer feedback on past purchases, customer service, and delivery, the Crucial.com product rating system reassures customers they are making an informed purchase decision,
- Online rating system complements existing award-winning Crucial® System Scanner and Crucial Memory Advisor™ tools
- Over 50,000 product reviews have been completed by Crucial.com customers
- To date, approximately 79% of the Crucial memory products rated by Crucial.com customers have received a 5-star ratings

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Example of Customer Product Review](#)

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Fremont, CA, and Glasgow, UK, April 28, 2010 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the results from its customer-driven products rating feature on Crucial.com, a leading source for computer memory upgrades. The product review system allows customers to use a 5-star rating scale to assign a rating to products they already own. Customers are invited to leave comments on the 'pros and cons' of the product, including ease of installation, performance benefits, as well as delivery and customer service features. More than 50,000 product reviews have been completed to date, allowing existing Crucial.com customers to provide valuable feedback and knowledge to enable future customers to make informed decisions.

Since the rating system was launched in summer 2008, approximately 79% of the Crucial memory products have received an impressive 5-star rating, while approximately 17% have achieved a 4-star rating. The 5-star rating, which equates to "Perfect. It doesn't get any better!", reflects Crucial.com's reputation as a provider of top quality products, innovative online tools - such as the Crucial System Scanner (www.crucial.com/systemscanner, www.crucial.com/uk/systemscanner), and great customer service. 'Superb service! Fast. Efficient and hassle free' is just one comment recently received from a satisfied Crucial.com customer.

"It's always nice to read the rave reviews and comments left by real customers" says Rick D'Ambrosio, eCommerce manager, "But one of the real values of this product rating tool comes from helping potential customers find the exact upgrade they need. And of course it's great to see so many positive comments on our speedy delivery and excellent customer service."

Crucial.com offers a wide range of products, including DRAM memory upgrades, solid-state drives (SSDs), and portable storage devices for PC and Mac® desktops, mobile computers (such as laptops and netbooks), and server systems. Full details on Crucial's entire product lineup can be found at www.crucial.com, www.crucial.com/uk and www.crucial.com/eu.

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