



Crucial.com Receives the Bizrate Circle of Excellence Award for Providing Outstanding Customer Experiences

December 1, 2009

Key Messages:

- **Crucial.com earned the 2009 Bizrate® Circle of Excellence award, in both the US and the UK, for providing outstanding customer experiences throughout the year as rated by actual customers.**
- **The Crucial.com US site marked its 8th consecutive year of earning this award, while the UK site earned its 2nd consecutive award.**

Multimedia Elements:

- [Bizrate Rating for Crucial.com](#)
- [Crucial.com online community](#)
- [Crucial® Image Gallery](#)

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Fremont, CA , December 01, 2009 ♦ [Lexar Media](#) today announced that its Crucial.com online computer memory upgrade destinations in the [US](#) and the [UK](#) received the coveted [Bizrate Circle of Excellence Award](#). The Crucial.com US site marked its 8th consecutive year of earning this award, while the UK site earned its 2nd consecutive award. Both regions were recognized for outstanding customer experiences, as rated by its customers between August 2008 and July 2009. This prestigious annual award is based on ratings submitted by buyers right after purchase and after order receipt. The award recognizes the very best online retailers with high customer satisfaction ratings across seven metrics spanning the shopping experience, delivery, product and customer support. Crucial.com is an online destination of [Lexar Media](#), a leading global provider of memory products for digital media.

"This award means a lot to the global Crucial.com team because it validates our extra efforts in providing an outstanding online shopping experience for our customers," commented Fred Waddel, general manager of Crucial.com. "Our goal is to make a great customer experience even better, and we're always finding more ways to increase customer satisfaction. We take customer feedback and suggestions seriously – and our customers know and appreciate that. One example of this is the recent launch of the [Crucial.com online community](#), a place where customers can quickly find answers to technical questions and receive product recommendations from actual users."

"Crucial.com deserves a visit from shoppers who value a top notch experience end to end- both on the website and after the order is received," noted Hayley Silver, Senior Director of Consumer Insights at Bizrate® Insights. "The Circle of Excellence awards are people's choice awards. Much like product reviews and online communities, this award helps consumers quickly identify outstanding retailers—as rated by thousands of their peers."

Crucial.com was among 167 US online retailers and 20 UK online retailers to win the Bizrate Circle of Excellence Award. In both cases, Crucial.com was rated by its customers at a significantly higher level* than the Bizrate Insights Network average across seven key satisfaction metrics, including:

- Overall satisfaction at the point of sale
- Product selection
- Ease of finding what the customer is looking for
- Repurchase intent after order receipt
- Product met expectations after order receipt
- On-time delivery
- Customer support

* based on statistical significance testing by Bizrate Insights

Crucial.com customers receive support before, during, and after their purchase. The Crucial Memory Advisor™ and System Scanner online tools help customers find the right memory for their system and offer a 100 percent compatibility guarantee, and US- and UK-based customer support call centers are available should users have any questions or problems. Additionally, many Crucial memory products have a limited lifetime warranty and offer a 30-day money back guarantee. Customers can get started by finding a guaranteed-compatible memory upgrade option online at www.crucial.com, www.crucial.com/uk, or www.crucial.com/eu.

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About Micron

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