



Crucial.com Unveils Newly Redesigned Web Site

August 9, 2007 at 12:00 AM EDT

US Contact:

Kelly Sasso

Crucial Technology

208-363-5654

ksasso@micron.com

<http://www.crucial.com>

UK Contact:

Annie Munitzk

Crucial Technology Europe

+44 (0)1355 586130

crucialeupr@micron.com

<http://www.crucial.com/uk>

Meridian, Idaho, and Glasgow, UK, August 09, 2007 ♦ Crucial today announced the launch of its completely redesigned Web site, located at www.crucial.com, www.crucial.com/uk, and www.crucial.com/eu. The new Crucial.com site offers customers improved functionality, more robust online tools, and an expedited order process. Crucial.com offers over 240,000 memory upgrades for more than 30,000 desktops, notebooks, servers, printers, routers, and other electronic devices.

The Crucial Memory Advisor™ tool, which takes the guesswork out of finding compatible memory upgrade options, now allows users to select their systems' manufacturer, product line, and model on a single page — making it even easier for customers to find 100%-compatible memory upgrades. Additionally, a simplified order process saves customers valuable time during checkout.

"At Crucial, our goal is to deliver the best customer experience possible — outstanding online tools, information and support, as well as product recommendations — so users find everything they need for memory upgrades in one place," said Rick D'Ambrosio, e-business manager for Crucial. "We want our customers to have an effortless experience from start to finish."

Demand for Crucial upgrades has grown rapidly since the Crucial launch more than ten years ago, and Crucial has continued to expand its product line to include a variety of other products. Crucial's consistent growth culminated in 2007, when Crucial's operations were combined with those of leading NAND flash provider, Lexar Media. Together, Lexar and Crucial deliver customers a wider range of products through an increased number of sales channels.

To experience the simplicity and ease-of-use of the new Crucial.com site, or to find that perfectly compatible memory upgrade, visit www.crucial.com, www.crucial.com/uk, or www.crucial.com/eu.

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, and for Crucial brand products, visit 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.

Micron, Crucial, Crucial Technology, Ballistix and Ballistix Tracer are trademarks of Micron Technology, Inc. All other trademarks are the property of their respective owners.