



Crucial.com Website Honored with Stevie® Award at The American Business Awards

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The Nation's Premier Business Awards Program Presents Crucial.com with a Stevie® Award for Excellence in the Computer Hardware Website Category

BOISE, Idaho--(BUSINESS WIRE)-- Crucial.com, a leading online retailer specializing in computer memory (DRAM) upgrades and solid state drives (SSD), was named the recipient of the 2012 Bronze **Stevie® Award** for excellence in computer hardware websites at an awards gala hosted by **The American Business AwardsSM**, last evening in San Francisco, Calif.

The Stevie Awards were created to honor and generate public recognition of the achievements and positive contributions of organizations and business people worldwide. All organizations operating in the U.S.A. are eligible to submit nominations - public and private, for-profit and nonprofit, large and small. Crucial.com was selected as a finalist from a field of over 3,000 entries by a judging panel made up of more than 270 business leaders and executives from across the nation. Crucial.com also won the Silver Stevie Award® for excellence in customer service at The American Business AwardsSM in New York earlier this year.

Sam Harmer, Crucial.com Public Relations Manager, attended the awards gala to accept the award on behalf of Crucial.com.

"It is an honor that the prestigious American Business Awards has recognized Crucial.com as one of the top websites in the Computer Hardware category," said Harmer. "We are committed to making sure that every customer interaction with Crucial.com is an experience that empowers each user with easy-to-understand information and the tools needed to solve computer performance problems."

A leading online destination for do-it-yourself memory upgrades, Crucial.com was founded on the concept of making computer memory upgrades easy for the everyday consumer and has been providing the knowledge to do so for over 15 years. Offering memory upgrade solutions for more than 50,000 computer systems, including both PC and Mac® platforms, the Crucial Memory Advisor™ tool and the [Crucial System Scanner](http://Crucial.com) — make it easy for website visitors to find the right memory upgrade with just a few clicks of the mouse.

Visit www.crucial.com for more information, follow Crucial.com on Twitter at @CrucialMemory, "LIKE" Crucial at www.facebook.com/CrucialMemory, and subscribe to Crucial.com videos at www.youtube.com/crucialmemory.

About Crucial.com

Crucial.com is a leading online retailer specializing in computer memory (RAM) upgrades and solid state drives (SSD), and is an online destination of Micron Technology, Inc., one of the world's leading manufacturers of computer memory products. Crucial.com offers more than 250,000 upgrades for nearly every computer system: home and business, old and new, PC and Mac computers. Utilizing a suite of easy-to-use, free online tools, including the Crucial System Scanner and the Crucial Memory Advisor™ tools, consumers are able to quickly assess, select, and purchase compatible memory upgrades to restore computer performance, improve system reliability and increase productivity. For more information, 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.

About the Stevie® Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com> and follow the Stevie Awards on Facebook, LinkedIn, Twitter, and YouTube.

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