



Crucial.com Wins Top Honors For Customer Service From The American Business Awards

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Boise, Idaho, June 20, 2012 ♦ [Crucial.com](http://www.crucial.com), a leading online retailer specializing in computer memory (DRAM) upgrades and solid state drives (SSD), was presented with the prestigious Silver Stevie® Award for Customer Service Department of the Year at a New York City gala hosted by The American Business Awards Monday night.

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations - public and private, for-profit and non-profit, 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.

Director of E-commerce, Fred Waddel, was in New York City to accept the award on behalf of Crucial.com's global customer service department.

"We are honored that The American Business Awards has recognized the efforts of the Crucial.com global customer service department," said Waddel. "Crucial.com and its customer service team understand that not all customers will have the same understanding of technology and are often simply seeking a solution to a computer performance issue. It is the fabric of our company culture to not only take the time that is needed to provide each individual customer with the right information, but to also empower them with a better understanding of the technology. An educated consumer results in a loyal Crucial.com customer."

Founded on the concept of making computer memory upgrades easy for the everyday consumer, Crucial.com is a leading online destination for consumers seeking to improve the performance of their computers through do-it-yourself memory upgrades. For over 15 years, Crucial.com has been providing consumers with access to the knowledge and tools they need to make an informed decision when selecting the right computer memory upgrade. Key to the company's commitment to making computer memory upgrades easy, the Crucial.com customer service team is managed according to high quality standards that have resulted in nearly a 95% positive experience rate based upon customer surveys.

Crucial.com was also chosen as a finalist for The American Business Awards Website Awards, which will be presented at a tech awards gala in San Francisco on September 17, 2012.

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