



Lexar Announces High-Performance Crucial Ballistix DDR3 Memory Modules for PC Gamers and Computer Enthusiasts

September 18, 2007

Lexar Media Contact:

Sam Harmer
Lexar Media, Inc.
+1 (208) 363-5645
sharmer@micron.com

UK Lexar Media Contact:

Gillian Kelso
+44 1355 586267
crucialeupr@micron.com

Micron Media Contact:

Kirstin Bordner
Micron Technology, Inc.
+1 (208) 368-5487/direct
kbordner@micron.com

Meridian, Idaho, and Glasgow, UK, September 18, 2007 ♦ Lexar Media, Inc., a subsidiary of Micron Technology, Inc., today launched its first Crucial Ballistix® double data rate (DDR)3 memory modules, providing increased memory performance for the ardent PC gamer and computing enthusiast. As the successor to DDR2, the DDR3 design provides higher speeds, reduced power consumption and increased densities. DDR3 enables users to experience more life-like images on screen, allows multiple applications to run simultaneously, and provides for greater overall system performance. To see all Crucial DDR3 offerings, visit www.crucial.com/ddr3 or www.crucial.com/uk/ddr3.

"The Crucial Ballistix memory line has come a long way since our initial offering of 400 MHz DDR memory," said Mark Adams, VP of Digital Media. "With the launch of 1600 MHz DDR3 memory, we have quadrupled the speed of Ballistix memory."

Crucial Ballistix DDR3 modules feature a newly redesigned heat spreader with a clip-less design, giving the modules a cleaner look. Additionally, the new Ballistix modules feature a Micron company logo on the heat spreader, calling attention to the exclusive use of Micron components in the Ballistix DDR3 product line.

Crucial Ballistix DDR3 memory modules feature Micron's highly sought-after DDR3 components, running at speeds of 1600 megahertz (MHz). At the Intel Developer Forum this week in San Francisco, Micron is demonstrating an over-clocked version of the Ballistix DDR3 modules running at two gigahertz (booth # 702). Micron's DDR3 chips are manufactured on its industry-leading 78-nanometer process technology. Crucial Ballistix 1600 MHz high-performance memory modules are available in 1GB modules and 2GB kits.

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.

© 2007 Lexar Media, Inc. All rights reserved. Information is subject to change without notice. Lexar and the Lexar logo are trademarks of Lexar Media, Inc. Micron, Crucial, the Crucial logo and Ballistix are trademarks of Micron Technology, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders.