



Lexar Media Announces Crucial Ballistix DDR3-2000MHz Memory for Gamers

March 18, 2008

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Fremont, CA and Glasgow, UK, March 18, 2008 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced immediate availability of Crucial Ballistix® PC3-16000 (DDR3-2000MHz) high-performance memory modules — some of the world's highest speed-rated DDR3 products to date. Crucial Ballistix DDR3-2000MHz memory modules feature Enhanced Performance Profiles (EPP) 2.0 and are SLI-Ready certified to work with new motherboards utilizing the new NVIDIA nForce 790i Ultra SLI™ platform. The NVIDIA nForce 790i Ultra SLI platform was designed and tested using Crucial Ballistix DDR3-2000MHz high-performance memory. For complete product information, visit: www.crucial.com/ballistix, www.crucial.com/uk/ballistix or www.crucial.com/eu/ballistix.

"With Crucial Ballistix SLI-Ready DDR3-2000MHz memory, gaming enthusiasts can take full advantage of the extreme overclocking potential offered by the NVIDIA nForce 790i Ultra SLI platform," said Jeremy Mortenson, Lexar Media's senior DRAM product marketing manager.

"We're very pleased with the results of our collaborative efforts with Lexar Media and the Crucial Ballistix memory brand to enhance the nForce 790i Ultra SLI-based ecosystem. By utilizing Crucial Ballistix SLI-Ready DDR3-2000MHz modules for testing and validation, our new enthusiast platform provides gamers with the ultimate gaming experience available today," stated Tom Petersen, Director of Technical Marketing for MCP Business Unit at NVIDIA.

By combining Crucial Ballistix DDR3-2000MHz memory with the latest NVIDIA platform, enthusiasts and gamers alike will achieve unprecedented speeds and system performance. Crucial Ballistix DDR3-2000MHz memory modules have latency timings of 9-9-9-28 at 1.9V, and are available in 1GB modules and 2GB kits at www.crucial.com/ballistix, www.crucial.com/uk/ballistix or www.crucial.com/eu/ballistix.

About NVIDIA

NVIDIA is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce® graphics products, the professional design and visualization market with its Quadro® graphics products, and the high-performance computing market with its Tesla™ computing solutions products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.com.

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.

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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.

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