



## Lexar Media Announces Crucial Solid State Drive (SSD) Product Line

January 2, 2008 at 12:00 AM EST

Lexar Media Announces Crucial Solid State Drive (SSD) Product Line

*Industry-leading native SATA 3.0Gb/s interface and unique customer tools differentiate Crucial SSDs*

US Contact:

Kelly Sasso

Crucial Technology

208-363-5654

[ksasso@micron.com](mailto:ksasso@micron.com)

<http://www.crucial.com>

UK Contact:

Annie Munitzk

Crucial Technology Europe

+44 (0)1355 586130

[crucialeupr@micron.com](mailto:crucialeupr@micron.com)

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

**Fremont, CA , January 02, 2008** Lexar Media, a leading global provider of memory products for digital media, today announced its line of Crucial solid state drives (SSD). Crucial SSDs are more durable, require less power, and offer greater overall system performance than traditional hard disk drives. The SSDs will be available in capacities of 32GB and 64GB in an industry standard 2.5-inch drive enclosure with an industry-leading native SATA 3.0Gb/s interface. Additionally, Lexar Media will offer the Crucial SK01 external drive kit and various online customer tools-including the Crucial SSD Advisor tool, the only tool of its kind on the market today-available at [www.crucial.com/ssd](http://www.crucial.com/ssd) or [www.crucial.com/uk/ssd](http://www.crucial.com/uk/ssd). Product availability is expected in Q1 2008.

"Crucial is known for enabling everyday consumers to take advantage of cutting-edge technology," said Terrence Groth, Lexar Media's worldwide product marketing manager. "Crucial offers user-friendly online compatibility and educational tools, as well as an external drive kit that allows users to install the SSD in their desktop system or use it as a portable storage device."

Crucial SSDs have no spin-up time, seek time, or rotational latency, resulting in faster system boot times and application load times. Other user benefits include:

- Low power consumption - Less than 2W active power
- Rugged - Resistant to high levels of shock (1,500G/0.5msec) and vibration (20G (20-2000Hz))
- Reliable - 2 million MTBF
- Low latency - Access time less than 1ms
- Light weight - 82g
- Silent operation - Operating sound of 0 bels
- Runs cool - No moving parts to create excess heat
- Versatile - Hot Swappable design
- 5-year limited warranty

### External Storage Kit

Lexar Media is also announcing the Crucial SK01 External Drive Storage Kit (sold separately), a device that delivers the benefits of SSD technology to a user's desktop and beyond. The innovative SK01 kit will allow users to enjoy SSD technology installed in their desktop or as a portable storage device via a USB port. The kit includes a 2.5-inch USB 2.0 external enclosure, 3.5-inch SATA 3.0Gb/s hot-swappable drive bay, and a 5.25-inch drive bay bracket. The Crucial SK01 comes with a limited lifetime warranty.

In hot-swap capable systems, the SSD can be removed from a desktop drive bay without the need to power down the computer-a feature that allows for immediate, portable data security.

### Online Tools

Crucial offers many free customer tools on its Web site at [www.crucial.com/ssd](http://www.crucial.com/ssd) or [www.crucial.com/uk/ssd](http://www.crucial.com/uk/ssd). The Crucial SSD Advisor allows customers to find a compatible SSD by choosing their system make and model from a drop-down menu. Crucial also offers an online flash-based installation guide showing how easy it is to install an SSD.

### 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](http://www.lexar.com), and for Crucial brand products, visit [www.crucial.com](http://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](http://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, and the Crucial logo are trademarks of Micron Technology, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders.

This press release contains forward-looking statements regarding the production of Crucial SSD products. Actual events or results may differ materially from those contained in the forward-looking statements. Please refer to the documents the Company files on a consolidated basis from time to time with the Securities and Exchange Commission, specifically the Company's most recent Form 10-K and Form 10-Q. These documents contain and identify important factors that could cause the actual results for the Company on a consolidated basis to differ materially from those contained in our forward-looking statements (see Certain Factors). Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements. We are under no duty to update any of the forward-looking statements after the date of this press release to conform to actual results.