



Lexar Media Announces Crucial Three Channel DDR3 Memory Kits

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Fremont, CA and Glasgow, UK, November 25, 2008 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the immediate availability of Crucial® DDR3-1066 (PC3-8500) and DDR3-1333 (PC3-10600) three channel memory kits in support of Intel's next generation Core™ i7 processors. Users ready to harness the power of three channel memory can find guaranteed-compatible Crucial DDR3 modules in 3GB, 6GB and 12GB kits at www.crucial.com, www.crucial.com/uk and www.crucial.com/eu.

Intel's new memory interface technology, called Intel® QuickPath, connects the memory and the processors in an entirely new way. Rather than communicating through a separate chipset, the memory and processor are now directly connected. Crucial's new DDR3 memory products are engineered to meet the new requirements of the Intel QuickPath architecture, which provides direct high-speed links between the processor and the memory, and delivers increased memory bandwidth and performance.

"We have a long history of providing guaranteed-compatible, high-quality Crucial memory products for new and emerging platforms," stated Jim Jardine, Senior Product Marketing Manager at Lexar Media. "The new Crucial three channel DDR3 memory kits, in conjunction with Intel's new Core i7 microarchitecture, deliver innovative memory upgrade options desired by users who seek the highest possible performance levels."

To find a compatible upgrade, users can go to the Crucial.com System Scanner at www.crucial.com. This downloadable tool quickly searches systems to accurately determine how much memory is currently installed, and then provides compatible Crucial memory upgrade recommendations. Crucial.com offers over 280,000 upgrades for more than 40,000 systems, and delivers OEM-quality memory at affordable prices, backed by a limited-lifetime warranty.

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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