



## **Lexar Media Announces Crucial® DDR3 SODIMM Memory Modules -- First-to-Market by a Major Online Provider**

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**Fremont, CA, and Glasgow, UK, April 08, 2008** ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the immediate availability of Crucial DDR3-1066 (PC3-8500) 204-pin SODIMM memory modules. The new DDR3-1066 modules feature enhanced performance, reduced power consumption and produce less heat compared to equivalent DDR2 modules, and are available now in 1GB and 2GB densities at [www.crucial.com](http://www.crucial.com), [www.crucial.com/uk](http://www.crucial.com/uk) and [www.crucial.com/eu](http://www.crucial.com/eu).

Crucial PC3-8500 SODIMM modules support module bandwidths up to 10.6 GB/s with a data rate of 1,066 MT/s at a respective clock frequency of 533MHz — effectively doubling the data rate of DDR2 1066MHz memory. In addition, DDR3 supply voltage is 1.5V compared to DDR2's 1.8V, reducing power consumption by up to 30 percent and also generating less heat. The DDR3 modules are able to obtain these advantages by utilizing improved package, pin-outs, and signaling on the components, as well as an improved overall module design.

"Crucial memory products have always had a strong reputation within the industry, so we're proud to continue that tradition and be the first major online player in the industry to offer DDR3 SODIMM memory solutions," stated Jim Jardine, Senior Product Marketing Manager at Lexar Media. "These new Crucial DDR3 SODIMM modules will support Intel's next generation mobile platforms as they become available."

Crucial DDR3-1066 SODIMM modules provide OEM-quality memory at an affordable price, and are backed by a limited-lifetime warranty. Crucial.com carries over 35,000 upgrades for more than 250,000 systems. For more information, visit [www.crucial.com](http://www.crucial.com), [www.crucial.com/uk](http://www.crucial.com/uk) and [www.crucial.com/eu](http://www.crucial.com/eu).

### **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.

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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).

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