



Lexar Media Announces Energy-Efficient Crucial DDR2 FBDIMM Memory for Servers

May 19, 2008

US Contact:

Kelly Sasso

Lexar Media

+1 208-363-5654

ksasso@micron.com

<http://www.crucial.com>

UK Contact:

Gillian Kelso

Lexar Media

+44 (0)1355 586267

crucialeupr@micron.com

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

Fremont, CA and Glasgow, UK, May 19, 2008 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced immediate availability of Crucial 1.5V DDR2 FBDIMM server memory modules. As part of its commitment to the enterprise-computing space, Lexar Media's new energy-efficient Crucial server memory product line utilizes the industry's first 1.5V, 1Gb-based components to deliver reduced chip count, energy-efficient FBDIMM modules. The DDR2-667MHz FBDIMM modules are available in 2GB, 4GB and 8GB kits at www.crucial.com/server, www.crucial.com/uk/server, and www.crucial.com/eu/server.

Specifically designed to lower the power consumption of servers in the data center, the modules operate at 1.5V, compared to the industry-standard of 1.8V. This lower voltage, along with a reduced chip count, can translate into more than a 50% reduction in memory power consumption, without compromising the performance or reliability users have come to expect from Crucial memory.

"The modern data center seeks as small of a power and thermal footprint as possible — and Crucial energy-efficient memory can play an important role in reducing the power consumption and heat in these servers," said Jim Jardine, Lexar Media's senior DRAM product marketing manager.

"Ultimately, customers will reap the real benefits of an energy-efficient technology without sacrificing any of the performance or reliability they have come to expect from us."

For qualified Lexar Media business and government customers, the new Crucial energy-efficient server memory modules will be an eligible product for the Crucial Reliance Program. This new program provides access to server-specific tech support professionals, bulk shipping options, as well as the option of on-site spare modules. For complete details about the Crucial Reliance Program, including qualifications and how to participate, visit www.crucial.com/server, www.crucial.com/uk/server, or www.crucial.com/eu/server.

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.

© 2008 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.