



Lexar Media Announces Expanded Crucial Ballistix DDR3 Product Offerings for Enthusiasts and Gamers

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Fremont, CA, and Glasgow, UK, July 23, 2008 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced immediate availability of Crucial Ballistix® PC3-10600 (DDR3-1333MHz) and PC3-14400 (DDR3-1800MHz) high-performance memory modules. These new modules expand on the award-winning Crucial Ballistix DDR3-1600 and DDR3-2000MHz product offering. As part of its commitment to the PC enthusiast and gaming community, Lexar Media continually seeks to bring new memory offerings to market and enhance its product lines. For complete product details on the Crucial Ballistix line-up, visit: www.crucial.com/ballistix, www.crucial.com/uk/ballistix or www.crucial.com/eu/ballistix.

Specific Crucial Ballistix modules, such as the DDR3-1600MHz, -1800MHz, and -2000MHz modules, have enhanced performance profiles within the module programming that when paired with a supported platform, provide users with an option for easy setup and configuration instead of a manual process that may require trial and error or advanced system knowledge. The modules also support manual configuration in the event the user wants to maintain full control.

"We're pleased to offer gaming enthusiasts a full spectrum of DDR3 product speeds and densities that will satisfy their system and over-clocking requirements," said Jeremy Mortenson, Lexar Media's senior DRAM product marketing manager. "Crucial customers can now select from a wide variety of award-winning DDR3 offerings to best suit their needs, while experiencing advanced performance and stability."

The new Crucial Ballistix DDR3 memory modules 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 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.

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