



Lexar Media Announces the Crucial Reliance Program for Server and Workstation Memory

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Fremont, CA, and Glasgow, UK, April 28, 2008 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the Crucial Reliance Program for server and workstation memory needs. The new Crucial Reliance Program is the first of several forthcoming server-related memory announcements, and signifies a renewed focus in the server memory arena. Qualified Crucial business and government customers can receive enhanced sales and support benefits. Examples of participant benefits include access to server-specific tech support professionals, bulk shipping options, as well as the option of on-site memory spares. For complete details about the Crucial Reliance Program and how to participate, visit www.crucial.com/server, www.crucial.com/uk/server and www.crucial.com/eu/server.

As a subsidiary of Micron Technology, one of the largest worldwide producers of server DRAM, Lexar Media's Crucial-branded server and workstation memory products undergo rigorous compatibility and integrity testing. The Crucial Memory Integrity Labs (CMIL) perform comprehensive tests on a broad range of motherboards and platforms. Crucial memory testing meets or exceeds third-party compatibility testing, ensuring that every single component used to build Crucial memory modules are 100% guaranteed to meet or exceed stringent quality and JEDEC industry standards. Additionally, our comprehensive product lines deliver compatible, certified modules to meet the majority of today's server and workstation needs, for small and large organizations.

"Our new Crucial Reliance Program provides peace of mind to users relying on their workstations and servers for increased productivity and reliable uptime," stated Jim Jardine, Senior Product Manager at Lexar Media.

Crucial server and workstation modules provide OEM-quality memory at affordable prices, and are backed by a limited-lifetime warranty. Crucial.com carries over 250,000 upgrades for more than 35,000 systems. For more information about Crucial server and workstation memory, visit www.crucial.com/server, www.crucial.com/uk/server and 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.

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