Lexar Media Unveils Crucial Ballistix Tracer DDR3 Memory for Enthusiasts and Gamers

October 7, 2008

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Fremont, CA, and Glasgow, UK, October 07, 2008 ? Lexar Media, a leading global provider of memory products for digital media, today announced immediate availability of Crucial™ Ballistix Tracer™ PC3-10600 (DDR3-1333MHz) high-performance, low-latency memory modules. These modules are the world's first high-performance DDR3 memory modules to incorporate activity-indicating Light-Emitting Diodes (LED).

Crucial Ballistix Tracer DDR3 memory modules are specifically built for performance enthusiasts, case modders and do-it-yourself users who want to push the performance envelope while showing off their components in today's popular modified or windowed systems. The LEDs on the new Crucial Ballistix Tracer DDR3 modules are illuminated in a random pattern based on memory activity, highlighting the system memory and allowing users to visually see how intensely the memory is working. These new modules feature a black printed circuit board (PCB) and black integrated heat spreaders, as well as LEDs spread across the entire length of the top edge of the module. Additionally, eight blue ground-effects LEDs emit a constant glow near the motherboard memory sockets.

"Our Crucial Ballistix Tracer modules deliver cutting edge, solid performance while adding a touch of style to any gaming or enthusiast system," said Jeremy Mortenson, Lexar Media's senior DRAM product marketing manager. "Enthusiasts are going to love our killer new lighting effects scheme that adds more LED placements along the memory module for an even more impressive-and functional-design."

Crucial Ballistix Tracer DDR3 memory modules are available in 1GB and 2GB modules, or 2GB and 4GB kits. For more information about the entire line of Crucial Ballistix high-performance memory modules, visit 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.

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