



New Crucial Ballistix Three Channel DDR3 Memory Kits Take Advantage of Enhanced Intel Architecture

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Fremont, CA and Glasgow, UK, January 05, 2009 ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the immediate availability of Ballistix™ DDR3-1333 (PC3-10600) and DDR3-1600 (PC3-12800) three channel DDR3 memory kits. These new kits support the latest Intel® chipset technology, based on the Core™ i7 processors. Ballistix three channel DDR3 memory kits are available in 3GB and 6GB kits through select resellers and at www.crucial.com/ballistix, www.crucial.com/uk/ballistix, and www.crucial.com/eu/ballistix.

The Ballistix name is synonymous with high-octane gaming; these new three channel products are designed with the latest Intel Extreme Memory Profiles (XMP) for pre-defined memory optimization. Intel's QuickPath architecture, which connects the memory directly to the processor as opposed to communicating through a separate chipset, enables faster memory throughput and performance. Enthusiasts can continue to count on Ballistix memory for some of the fastest, most responsive performance available.

"Ballistix memory is known for its extreme performance and our new three channel kits are an excellent fit for the new Core i7 platforms. By utilizing Intel's latest XMP specifications, we are delivering a product that will allow consumers to easily configure their memory for excellent performance," said Jeremy Mortenson, senior product marketing manager at Lexar Media. "Like all Ballistix memory, the new three channel Ballistix kits incorporate specially selected components that are 100% tested at the component and module level and are a desirable memory solution for achieving outstanding throughput and speed gains. Additionally, they carry a limited lifetime warranty and feature world-class service and support."

Crucial.com delivers over 250,000 memory upgrade solutions for more than 40,000 systems. With the addition of these new three channel memory kits, Crucial.com features a complete line of high-performance memory offerings at www.crucial.com/ballistix, www.crucial.com/uk/ballistix, and 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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About Micron

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