



New Crucial DDR3-1333MHZ BOM-controlled RDIMM Server Memory Now Available

March 16, 2011

Key Messages:

- *Crucial DDR3-1333MHz RDIMM BOM-controlled server DRAM now available for customers who require a Bill of Material (BOM), revision control, as well as Product Change Notices (PCNs).*
- *Benefits customers by offering product continuity and advanced notification of product changes, optimizing productivity.*
- *New Crucial BOM-controlled server memory enables registered customers to reduce the frequency of memory qualifications that occur due to memory revisions.*
- *Participating customers will receive at least 30 days advanced notification of pending module revisions.*
- *2GB, 4GB, and 8GB halogen-free, RoHS compliant modules are now available for sampling and qualification.*

Multimedia Elements:

- [Crucial Image Gallery](#)
- [BOM-Controlled Server DRAM Product Flyer](#)

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Fremont, CA, and Glasgow, UK, March 16, 2011 ♦ Lexar Media, a leading global provider of memory products for digital media, today introduced [Crucial DDR3-1333MHz RDIMM BOM-controlled server DRAM](#) for customers who require a Bill of Material (BOM), revision control, as well as Product Change Notices (PCNs). BOM-control applies to the DRAM component, register, and PCB of eligible Crucial server memory modules. The new BOM-controlled server memory is covered by the Crucial Reliance Server Program, and enables registered partners to stay ahead of product changes, reduce the frequency of memory qualifications that occur due to memory revisions, and ultimately optimize productivity. Participating customers with Crucial BOM-controlled server memory will receive at least 30 day advanced notification of pending module revisions.

Crucial DDR3-1333MHz RDIMM BOM-controlled server memory is halogen-free, RoHS compliant, and will be validated on Intel® CPUs and platforms; 2GB, 4GB and 8GB densities are now available for sampling and qualification. For additional information on how to purchase BOM-controlled server memory, contact your Crucial memory provider, or visit www.crucial.com/server for details and qualifications.

"At Crucial, we are committed to identifying and delivering high-quality products and programs that meet the needs and challenges of our customers. As part of the Crucial Reliance Program, this new product offering further helps our business and channel customers meet their enterprise goals," said Michael Moreland, worldwide product manager for Crucial DRAM. "As memory components advance, this new BOM-controlled server memory offering provides our customers with a predictable supply of quality product and can ultimately result in the reduction of time spent qualifying new memory modules."

The Crucial Reliance Server Program includes limited-lifetime warranties and dedicated toll-free support, with additional program benefits such as on-site spares, cross-shipment for speedy exchange of warranty replacements, and bulk shipping options. Visit www.crucial.com/server to learn more about participation in the Crucial Reliance Server Program.

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