



## New Crucial SSD Data Transfer Kit Provides Simplified Data Transfer Solution

July 13, 2010

### Key Messages:

- *Crucial® RealSSD™ C300 with Data Transfer Kit is a product bundle available with 64GB, 128GB, and 256GB C300 drives*
- *Bundle includes a Crucial RealSSD C300 solid-state drive (SSD), a SATA-to-USB data cable, and cloning software*
- *Enables Crucial RealSSD users to migrate from a traditional hard drive to a C300 solid-state drive, offering improved boot up and application load times*
- *Three simple steps include: 1. Connecting the SATA-to-USB cable to the RealSSD and the USB port on a notebook, 2. Running the cloning software, and 3. Swapping out the old drive with the new Crucial RealSSD*
- *The 64GB offering is priced at US \$169.99; 128GB at US \$419.99; and 256GB at US \$769.99*

### Multimedia Elements:

- [Crucial RealSSD C300 with Data Transfer Kit](#)
- [Crucial Image Gallery](#)

#### US Contact:

Kelly Sasso  
Lexar Media  
+1 208-363-5654  
[ksasso@micron.com](mailto:ksasso@micron.com)  
<http://www.crucial.com>

#### UK Contact:

Joan Lunny  
Lexar Media  
+44 (0) 1355 586130  
[crucialeupr@micron.com](mailto:crucialeupr@micron.com)  
<http://www.crucial.com/uk>

**Fremont, CA, and Glasgow, UK, July 13, 2010** ♦ Lexar Media, a leading global provider of memory products for digital media, today announced the Crucial RealSSD C300 with Data Transfer Kit available with the 64GB, 128GB, and 256GB C300 drives. This convenient product bundle includes a Crucial RealSSD C300 solid-state drive, a SATA-to-USB data cable, and cloning software.

Migrating from a traditional hard drive to a solid-state drive offers improved boot up and application load times. In addition, SSDs run cooler, quieter, and with more durability when compared to a traditional hard drive. However, transferring data from an existing hard drive to a new SSD can prove a daunting task to many notebook or desktop computer users.

In three easy steps, the Crucial Data Transfer Kit provides users with a simple solution for copying everything on an existing hard drive and transferring it to a Crucial RealSSD C300 drive — including the operating system, data, email settings, applications, and more. This new Crucial kit makes it as simple as connecting the SATA-to-USB cable to the RealSSD and the USB port on a notebook, running the cloning software, and swapping out the old drive with the new Crucial RealSSD.

"After pushing SSD performance to new levels with technical innovations, we turned our attention to simplifying the upgrade process for users. We succeeded in creating a convenient, start-to-finish solution," said Rob Wheadon, Lexar Media senior worldwide SSD product manager. "We're pleased to offer a solution that enables users to get their Crucial RealSSD C300 products up and running in three easy steps."

The Crucial RealSSD C300 solid-state drive with Data Transfer Kit is affordable, too. The 64GB offering is priced at US \$169.99; 128GB at US \$419.99; and 256GB at US \$769.99. All capacities of the Crucial RealSSD C300 drives are available through select resellers worldwide and online at [www.crucial.com/ssd](http://www.crucial.com/ssd), [www.crucial.com/uk/ssd](http://www.crucial.com/uk/ssd), or [www.crucial.com/eu/ssd](http://www.crucial.com/eu/ssd).

#### Follow us online!

Facebook: [www.facebook.com/crucialmemory](http://www.facebook.com/crucialmemory)  
Twitter: [www.twitter.com/crucialmemory](http://www.twitter.com/crucialmemory) and [www.twitter.com/realssd](http://www.twitter.com/realssd)  
YouTube™ [www.youtube.com/crucialmemory](http://www.youtube.com/crucialmemory)

**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](http://www.lexar.com), and for Crucial brand products, visit [www.crucial.com](http://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](http://www.micron.com).

© 2010 Lexar Media, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo, and When Memory Matters are trademarks of Lexar Media, Inc. RealSSD, Crucial, and the Crucial logo are trademarks of Micron Technology, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders.