



Micron Announces Exit from Crucial Consumer Business

December 3, 2025 at 11:40 AM EST

BOISE, Idaho, Dec. 03, 2025 (GLOBE NEWSWIRE) -- Micron Technology, Inc. (Nasdaq: MU), a leader in innovative memory and storage solutions, today announced its decision to exit the Crucial consumer business, including the sale of Crucial consumer-branded products at key retailers, e-tailers and distributors worldwide.

Micron will continue Crucial consumer product shipments through the consumer channel until the end of fiscal Q2 (February 2026). The company will work closely with partners and customers through this transition and will provide continued warranty service and support for Crucial products. Micron will continue to support the sale of Micron-branded enterprise products to commercial channel customers globally.

"The AI-driven growth in the data center has led to a surge in demand for memory and storage. Micron has made the difficult decision to exit the Crucial consumer business in order to improve supply and support for our larger, strategic customers in faster-growing segments," said Sumit Sadana, EVP and Chief Business Officer at Micron Technology. "Thanks to a passionate community of consumers, the Crucial brand has become synonymous with technical leadership, quality and reliability of leading-edge memory and storage products. We would like to thank our millions of customers, hundreds of partners and all of the Micron team members who have supported the Crucial journey for the last 29 years."

This decision reflects Micron's commitment to its ongoing portfolio transformation and the resulting alignment of its business to secular, profitable growth vectors in memory and storage. By concentrating on core enterprise and commercial segments, Micron aims to improve long-term business performance and create value for strategic customers as well as stakeholders.

Micron intends to reduce impact on team members due to this business decision through redeployment opportunities into existing open positions within the company.

About Micron Technology, Inc.

Micron Technology, Inc. is an industry leader in innovative memory and storage solutions, transforming how the world uses information to enrich life for all. With a relentless focus on our customers, technology leadership, and manufacturing and operational excellence, Micron delivers a rich portfolio of high-performance DRAM, NAND, and NOR memory and storage products. Every day, the innovations that our people create fuel the data economy, enabling advances in artificial intelligence (AI) and compute-intensive applications that unleash opportunities — from the data center to the intelligent edge and across the client and mobile user experience. To learn more about Micron Technology, Inc. (Nasdaq: MU), visit micron.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding product supply and support, areas of growth and profitability, and workforce redeployment. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially. Please refer to the documents Micron files with the Securities and Exchange Commission, specifically its most recent Form 10-K and Form 10-Q. These documents contain and identify important factors that could cause actual results to differ materially from those contained in these forward-looking statements. These certain factors can be found at <https://investors.micron.com/risk-factor>. Although Micron believes that the expectations reflected in the forward-looking statements are reasonable, Micron cannot guarantee future results, levels of activity, or achievements. Micron is under no duty to update any of the forward-looking statements after the date of this press release to conform these statements to actual results.

© 2025 Micron Technology, Inc. All rights reserved. Information, products, and/or specifications are subject to change without notice. Micron, the Micron logo, and all other Micron trademarks are the property of Micron Technology, Inc. All other trademarks are the property of their respective owners.

Micron Media Relations Contact

Mark Plungy
+1 (408) 203-2910
corpcomms@micron.com

Micron Investor Relations Contact

Satya Kumar
+1 (408) 450-6199
satyakumar@micron.com