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Crucial Ballistix Sport DDR4 and DDR4 Desktop Memory Now Available

New DDR4 Memory Marks a New Generation of Computing

Multimedia Elements:

- [Crucial Image Gallery](#)
- [How Crucial Ballistix Is Made \(Video\)](#)
- [Crucial DDR4: Technology Overview \(Video\)](#)

BOISE, Idaho and GLASGOW, United Kingdom, Sept. 9, 2014 (GLOBE NEWSWIRE) -- Crucial, a leading global brand of memory and storage upgrades, today announced the availability of Crucial® Ballistix® Sport DDR4 memory and Crucial DDR4 desktop memory. Designed to enhance high-performance gaming and computing environments, the new Ballistix Sport DDR4 modules deliver introductory speeds of 2400 MT/s, while Crucial DDR4 desktop memory speeds start at 2133 MT/s and are expected to increase as DDR4 technology matures.

Crucial Ballistix Sport DDR4

Optimized for the latest Intel® X99 platforms, the new modules have increased bandwidth over mainstream DDR3 memory and are up to 40 percent more energy efficient. In addition, select Ballistix Sport DDR4 modules are plug and play, featuring XMP 2.0 profiles for easy configuration as well as an integrated heat spreader and black PCB.

Crucial DDR4 Desktop Memory

Crucial DDR4 desktop memory fuels next-generation processors to deliver faster speeds, increased bandwidth, and improved energy efficiency compared to DDR3 technology.* Crucial DDR4 memory is more than 30 percent faster than previous generation technology and offers up to twice the bandwidth (17 GB/s).

"The wait for the next generation in computing is over," said Jeremy Mortenson, product marketing manager, Crucial. "Combined with Crucial DDR4 memory, platforms based on Intel's latest X99 chipset promise to deliver entirely new levels of computing power and immersive gaming experiences."

Available for purchase from Crucial.com and through select global partners, both Crucial DDR4 desktop and Ballistix Sport DDR4 modules are available in densities up to 8 GB and kits up to 32 GB. All Crucial memory is backed by a limited lifetime warranty.** For more information about Crucial DDR4 memory technology, visit www.crucial.com/ddr4.

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About Crucial

Crucial is a global brand of Micron Technology, Inc. Crucial products include award-winning solid state drives (SSDs) and DRAM for more than 50,000 desktops, laptops, servers, workstations, and other systems. Crucial products are available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators who can be found at www.crucialproducts.com. For more information or support, visit www.crucial.com.

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.

*Product performance and efficiency improvements are noted as comparisons between DDR3 and DDR4 memory technology. As of May 2014, standard DDR3 memory achieved speeds of 1600 MT/s and operated at 1.5V, compared to DDR4-2133, which will operate at 1.2V. When voltage reductions and all other energy-saving DDR4 features are factored in, DDR4 modules are projected to consume up to 40 percent less power.

**Limited lifetime warranty valid everywhere except Germany and France, where warranty is valid for ten years from date of purchase.

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