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Media Contact:

US Contact:

Andrew Rodger
Matter Communications
+1 (978) 518-4516
crucial@matternow.com
www.crucial.com

UK Contact:

Joan Lunny
Crucial
+44 (0) 1355 586130
crucialeupr@micron.com
www.crucial.com/uk

Now Available: Crucial Ballistix Elite DDR4 Memory

New Ballistix Elite DDR4 modules deliver introductory speeds starting at 2666 MT/s, marking a new era of gaming performance

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Crucial Ballistix Elite Product Page](#)
- [How Crucial Ballistix Is Made \(Video\)](#)

Boise, ID, and Glasgow, UK, 27 January, 2015 – Crucial, a leading global brand of memory and storage upgrades, today announced the availability of Crucial® Ballistix® Elite DDR4 memory. Designed to enhance high-performance gaming environments and push performance limits, the new modules deliver introductory speeds starting at 2666 MT/s, and allow users to radically increase bandwidth to 21 GB/s. Ballistix DDR4 memory also delivers up to 40 percent better power efficiency than standard DDR3 memory.*

Ballistix Elite DDR4 memory is optimized for the latest Intel® X99 platforms with support for XMP 2.0 profiles, and features a custom-designed black PCB and anodized aluminum heat

spreaders for improved heat dissipation. Supported by the exclusive Ballistix Memory Overview Display (M.O.D.) utility, which provides the ability to read information from the module, including real-time temperature from the integrated thermal sensor, voltages and more, all to aid overclocking efforts.

“Ballistix Elite DDR4 introduces a striking new look for us while reducing the memory bottleneck further by delivering faster speeds and bandwidths, improved responsiveness, and enabling increased frame rates,” said Jeremy Mortenson, product marketing manager, Crucial. “Couple all those benefits with the latest X99-based platforms from Intel, and you get one unreal gaming experience.”

“Since its first public demonstration of the technology over two years ago, Crucial has been at the forefront of DDR4 memory technology,” said Geof Findley, director of PMO Memory Enabling and Apps Engineering at Intel. “Crucial has been instrumental in enabling channel partners with DDR4 for new Intel Xeon E5-2600 v3 processor-based server platforms and Core i7 Extreme Edition-based desktop platforms. These customers will welcome the additional performance provided by next-generation DDR4 memory.”

Ballistix Elite DDR4 memory comes in 4GB and 8GB modules, as well as 8GB, 16GB, and 32GB kits, and is now available for purchase from <http://www.crucial.com/> and through select global partners. All Crucial memory is backed by a limited lifetime warranty.** For more information about Crucial DDR4 memory, visit www.crucial.com/ballistix.

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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, and can be found at www.crucialproducts.com. For more information or support, visit www.crucial.com/ddr4.

About Micron

Micron Technology, Inc., is a global leader in advanced semiconductor systems. Micron's broad portfolio of high-performance memory technologies-including DRAM, NAND and NOR Flash-is the basis for solid state drives, modules, multichip packages and other system solutions.

Backed by more than 35 years of technology leadership, Micron's memory solutions enable the world's most innovative computing, consumer, enterprise storage, networking, mobile, embedded and automotive applications. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

*As of May 2014, standard DDR3 memory operated at 1.5V, compared to DDR4, which operates 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. In these countries, warranty is valid for ten years from date of purchase.

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