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Crucial Introduces New Ballistix Sport and Tactical DDR4 Gaming Memory

New Gaming Modules Combine Sleek Design, DDR4 Power Performance, and the Proven Reliability that Gamers Need to Own the Competition

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Las Vegas, NV, January 6, 2015 – Crucial, a leading global brand of memory and storage upgrades, today announced new Crucial® Ballistix® Sport LT DDR4 memory and new Ballistix Tactical DDR4 memory. The new modules offer a combination of sleek design, DDR4 performance, and proven reliability for gamers to own the competition.

Crucial Ballistix Sport LT DDR4 Gaming Memory

Designed for mainstream users who simply want to get more performance out of their systems, Ballistix Sport LT DDR4 memory delivers fast speeds and increased bandwidth. A new addition to the current Ballistix Sport DDR4 lineup, Sport LT modules feature a covert digital camo design and integrated heat spreader. Whether gamers want plug-and-play installation or Intel®

XMP 2.0 profiles to achieve DDR4 speeds of 2400 MT/s, Ballistix Sport LT memory delivers seamless, affordable performance.

Crucial Ballistix Tactical DDR4 Gaming Memory

Designed to take gaming to the next level, Ballistix Tactical DDR4 memory delivers 2666 MT/s speeds and offers increased bandwidths of 21.3 GB/s. The modules feature distinctive heat spreaders, a complementary black PCB, and certified Intel XMP 2.0 profiles for easy setup and configuration. The new modules also support four channel memory architecture that maximises data rates to help gamers strike faster than their opponents.

“With our new Ballistix DDR4 offerings, we continue our commitment to giving gamers, enthusiasts, and overclockers the latest memory products needed to keep their systems on the cutting edge,” said Jeremy Mortensen, product marketing manager, Crucial. “Our Ballistix Sport LT and Tactical DDR4 memory offers a great combination of performance, style, and reliability that gamers have come to expect from Crucial.”

Ballistix Sport LT and Ballistix Tactical DDR4 modules will be available in Q1 2015 at Crucial.com and through select global partners in 4GB and 8GB densities, as well as kits up to 32GB. All Ballistix memory is backed by a limited lifetime warranty. * For more information about Ballistix memory, visit uk.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 100,000 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/uk.

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.

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

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