UK Media Contact:
Firefly Communications
+44 (0) 203 861 3600
crucialteam@fireflycomms.com

Micron Announces Next-Generation Crucial Ballistix Gaming Memory

All-new Crucial Ballistix Portfolio Leverages Performance-Tuned Micron Die
for High Speeds and Low Latencies

Media Highlights:
- Completely redesigned portfolio takes the Crucial® Ballistix® legacy to new heights
- Tuned Micron® die sets the standard for high performance and extreme-performance memory
- Modernised heat spreader designs add thermal management and bold aesthetics
- RGB options feature 8 zones with 16 brilliant LEDS

CES, Las Vegas – January 6, 2020 – Crucial, Micron's global brand of computer memory and storage, today announced its next-generation portfolio of high-performance Crucial Ballistix memory for gamers and extreme overclocking enthusiasts. Engineered using leading-edge Micron die and featuring an all-new design identity, the portfolio is comprised of two new lines: Crucial Ballistix and Crucial Ballistix MAX.

Crucial Ballistix memory line
Offering a range of speeds from 2400MHz to 3600MHz and densities of 4GB to 32GB, the new Ballistix line features a modernised aluminum heat spreader in black, red, or white. RGB options include 8 zones with 16 LEDs and can be customised and controlled using popular RGB software. The Crucial Ballistix lineup is available in desktop (DIMM) or laptop (SODIMM)* form factors and comes with a limited lifetime warranty[1].

Crucial Ballistix MAX memory line
The flagship offering within the new portfolio, Ballistix MAX memory delivers speeds from 4000MHz to 4400MHz and densities of 8GB and 16GB. Featuring high-quality extruded black aluminum heat spreaders for maximum heat dissipation, Ballistix MAX DIMM modules include integrated precision thermal sensors for real-time temperature monitoring. RGB options feature 8 zones with 16 LEDs, which can be customised and controlled with support from ASUS Aura, Gigabyte RGB Fusion, and MSI Mystic Light software. A removable lightbar can be replaced

---

*Crucial Ballistix SODIMM memory is available in speeds from 2666MHz to 3200MHz and capacities of 8GB, 16GB, and 32GB.

[1] Limited lifetime warranty valid everywhere except Germany, where warranty is valid for 10 years from date of purchase.

with a 3D printed version for ultimate personalisation. Crucial Ballistix Max memory is available in desktop (DIMM) form factors and comes with a limited lifetime warranty.

"Our new Crucial Ballistix portfolio delivers the ultimate performance in gaming memory," said Dinesh Bahal, corporate vice president and general manager, Micron Consumer Products Group. "Winning matters to us. That's why we've meticulously designed and engineered our new line to offer the high speeds, low latencies, and world-class performance every gamer, builder, and overclocker needs and expects."

The new Crucial Ballistix and Ballistix Max lines replace Micron's existing suite of Ballistix Sport, Tactical, and Elite products and will be available February 4, 2020, at uk.crucial.com and through select global channel partners.

"With hundreds of awards, multiple eSports championships, and numerous overclocking world records under its belt, Crucial Ballistix has been the memory of choice for gamers for over ten years," said Teresa Kelley, vice president and general manager, Micron Consumer Products Group. "With this new lineup, we're doubling down on our commitment to give gamers the quality and support they need to compete and win."

All Crucial Ballistix memory is compatible with the latest Intel® and AMD platforms. For more information about the Crucial Ballistix portfolio, visit www.crucial.com/gaming.

Follow us online!
Facebook: www.facebook.com/ballistixgaming
Twitter: www.twitter.com/ ballistixgaming
Instagram: www.instagram.com/ ballistixgaming
YouTube: www.youtube.com/ballistixgaming

About Crucial
Crucial is a global brand of Micron Technology, Inc. Crucial solid state drives (SSDs) and memory (DRAM) upgrades are compatible with over 100,000 new and old desktops, laptops, workstations, and servers. Crucial Ballistix memory delivers a performance edge to gamers, enthusiasts, and power users. Available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators, Crucial products enhance system performance and user productivity. Learn more at https://uk.crucial.com/.

About Micron Technology, Inc.
We are an industry leader in innovative memory and storage solutions. Through our global brands – Micron® and Crucial® – our broad portfolio of high-performance memory and storage technologies, including DRAM, NAND, 3D XPoint™ memory and NOR, is transforming how the world uses information to enrich life. Backed by more than 40 years of technology leadership, our memory and storage solutions enable disruptive trends, including artificial intelligence, 5G, machine learning and autonomous vehicles, in key market segments like mobile, data center, client, consumer, industrial, graphics, automotive, and networking. Our common stock is traded on the Nasdaq under the MU symbol. To learn more about Micron Technology, Inc., visit micron.com.

###