



Crucial.com Recognized as Bizrate Circle of Excellence Platinum Award Winner for Fourteenth Consecutive Year

Connexity Honors Crucial.com as One of the Most Trusted Online Retailers in 2014

BOISE, Idaho — Crucial.com, a leading online retailer specializing in computer memory (DRAM) upgrades and solid state drives (SSDs), announced today its acceptance of the 2014 Bizrate Circle of Excellence Platinum Award for outstanding customer experience. This is the fourteenth consecutive placement Crucial.com has received from Bizrate. The award celebrates online retailers that receive the highest customer satisfaction ratings over a one-year period and is presented by Connexity, an online portfolio of ecommerce brands that reach over 40 million shoppers per month.

Out of more than 5,200 retailers in the Bizrate Network, only 2.9 percent received the Bizrate Circle of Excellence Award in 2014. The ratings, which are collected from direct feedback from customers at the point-of-sale and after the delivery of goods, identify retailers that demonstrate exceptional customer performance in seven key areas.

Three of the indicators were measured immediately post purchase: Overall Satisfaction, Product Selection and Ease of Finding. The remaining four indicators were ranked after order receipt: Likelihood to Buy Again, Product Met Expectations, On-Time Delivery and Satisfaction with Customer Support.

“At Crucial.com we strive to integrate exceptional customer service into every pillar of our business,” said Kathy Lansdowne, Crucial.com senior manager of customer relations. “Receiving this award for the fourteenth time not only validates our commitment to customer happiness, but also our commitment to building strong and lasting relationships with the people who mean the most to us—our customers.”

Crucial.com, which is a division of Micron Technology, Inc., was founded on the premise that everyday consumers can and should be empowered to improve their computer’s performance through do-it-yourself memory upgrades. The company has been providing the knowledge and tools to do so for more than 15 years.

Visit www.crucial.com for more information about computer memory and storage upgrades.

Follow us online!

Facebook: www.facebook.com/crucialmemory

Twitter: www.twitter.com/crucialmemory

YouTube™: www.youtube.com/crucialmemory

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.

Media Contact:

Linda Walsh, InkHouse for Crucial
1-781-966-4100
crucial@inkhouse.com

###