



NA Media Contact:

Jill Gerig

InkHouse

+1 (415) 299-6222

crucial@inkhouse.com

<http://www.crucial.com/>

Crucial Expands Its SSD Portfolio with the BX500 Solid State Drive

The next-generation BX500 SSD enables faster boot ups, faster program loads, and longer battery life

Tech Specs:

- 300% faster than a typical hard drive¹
- Improves battery life because it is 45x more energy efficient than a typical hard drive²
- Leverages Micron® 3D NAND and a 40-year legacy of memory and storage technology
- Backed by a 3-year limited warranty³

Boise, ID – September 4, 2018 – Crucial, a leading global brand of memory and storage upgrades, announced today the availability of the Crucial® BX500 SSD, a next-generation drive designed to provide everyday computing users with a fast and reliable storage upgrade. Available in a 2.5-inch form factor and 120GB, 240GB, and 480GB capacities, the BX500 is the easiest way to get all the speed of a new computer without the price.

Improve performance.

With sequential read/write speeds up to 540/500 MB/s, the new BX500 enables faster system boot up, faster file loads, and overall improved system responsiveness. The BX500 has no moving parts, making it a cooler, quieter, and more reliable alternative to a hard drive. Furthermore, because it uses less power than a hard drive, laptop battery life is extended.

Easy installation and support.

The [Crucial SSD Install Guide](#) provides easy-to-follow steps and videos for stress-free installation, and the [Acronis® True Image™ HD software](#) helps to migrate data quickly and easily. The [Crucial® Storage Executive software tool](#) allows users to see how much storage (GB) has been used, download the latest firmware, and improve drive performance. Additionally, the BX500 is backed by award-winning, in-language support via phone, chat, email, and community forum.

¹ Speed comparison based on published specs of the Crucial BX500 and the 1TB Western Digital® Caviar Blue™ internal hard drive (WD10EZEX), which as of July 2018, is one of the industry's top-selling internal hard drives.

² Active average power use comparison based on published specs of the 480GB Crucial BX500 SSD and the 1TB Western Digital® Caviar Blue™ WD10EZEX internal hard drive, which as of July 2018, is one of the industry's top-selling internal hard drives.

³ Warranty valid for three years from the original date of purchase or before writing the maximum total bytes written (TBW) as published in the product datasheet and as measured in the product's SMART data, whichever comes first.

Advanced features.

The BX500 offers a range of additional benefits, including:

- Data loss protection via the Multistep Data Integrity Algorithm.
- Protection from overheating via Adaptive Thermal Monitoring tools.
- Faster writes via Dynamic Write Acceleration technology.

“It’s time for computer users to make the transition from hard drives to solid state technology,” said Teresa Kelley, VP & GM, Micron Consumer Products Group. “SSD technology is becoming more mainstream than ever, and for those who are ready to make the switch to solid state, the Crucial BX500 offers performance and reliability at a competitive price from a brand consumers have grown to trust.”

As a brand of Micron, one of the largest flash storage manufacturers in the world, Crucial is backed by the same expert quality and engineering innovation that has produced some of the world's most advanced memory and storage technologies for 40 years. With thousands of hours of Micron pre-release validation, dozens of SSD qualification tests, and a heritage of award-winning SSDs, Crucial SSDs are thoroughly tried, tested, and proven. The Crucial BX500 SSD is backed by a three-year limited warranty, and is available for immediate purchase at Crucial.com and through select global partners. For more information, visit crucial.com/ssd.

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 solid state drives (SSDs) and memory (DRAM) upgrades are compatible with over 100,000 new and old desktops, laptops, workstations, and servers. 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 Crucial.com.

About Micron

Micron Technology is a world leader in innovative memory solutions. Through our global brands — Micron, Crucial® and Ballistix® — our broad portfolio of high-performance memory technologies, including DRAM, NAND, NOR Flash and 3D XPoint™ memory, is transforming how the world uses information. Backed by 40 years of technology leadership, Micron's memory solutions enable the world's most innovative computing, consumer, enterprise storage, data center, 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 micron.com.

©2018 Micron Technology, Inc. All rights reserved. Information, products, and/or specifications are subject to change without notice. Neither Ballistix nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. All information is provided on an “AS IS” basis without warranties of any kind. Statements regarding products, including regarding their features, availability, functionality, or compatibility, are provided for informational purposes only and do not modify the warranty, if any, applicable to any product. Drawings may not be to scale. Micron, the Micron logo, Ballistix and the Ballistix logo are trademarks of Micron Technology, Inc. All other trademarks are the property of their respective owners.