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Ballistix Expands Its Gaming Memory Portfolio With New Sport AT Modules

Designed for gamers and TUF Gaming Alliance PC system builders

Technical Specs:

- Module densities up to 16GB
- Speeds up to 3000 MT/s
- Battle-tested design and performance
- Unique new heat spreader ideal for TUF Gaming Alliance builders
- Easy plug-and-play installation
- Limited lifetime warranty

Taipei, Taiwan, June 5, 2018 – Ballistix, a leading brand of gaming memory from Micron Technology, today announced a new line of [Sport AT](#) memory in collaboration with ASUS' TUF Gaming Alliance. Developed as a collaboration between ASUS, Ballistix, and other trusted industry partners, TUF Gaming Alliance ensures easier building, the best compatibility, and complementary aesthetics from components to cases.

“We are delighted to announce our TUF Gaming Alliance relationship with Micron, an industry leading memory manufacturer. By working closely together on product development with a focus on compatibility, we can create products that not only excel in performance but do so while maintaining the aesthetics that enthusiasts demand,” said Sharon Pan, Division Director of ASUS Motherboard Channel PM Dept.

Ballistix Sport AT modules are available in densities up to 16GB and speeds up to 3000 MT/s, and are guaranteed compatible with ASUS TUF GAMING motherboards for fast, smooth performance. The new Sport AT heatspreaders are designed specifically to visually complement products from other members of the TUF Gaming Alliance, including ASUS, Cooler Master and InWin. Additionally, XMP 2.0 profiles make for an easy install, regardless of skill level.

“Although the gaming community is very diverse, we hear our customers consistently ask for two things: DRAM that works seamlessly and modules that provide a great overall system look,” said Jim Jardine, Director of Ballistix DRAM Product Marketing. “Not only are we thrilled to

collaborate with ASUS, a best-in-class brand, but by developing products for the TUF Gaming Alliance we get to deliver on two of the factors that are most important to our community.”

Trusted by PC gamers and pro eSports teams around the world, Ballistix memory fuses speed, style, and reliability to deliver a performance edge that’s only possible as part of a major memory manufacturer. Ballistix Sport AT modules will be available to purchase on July 10, 2018. All Ballistix memory is backed by a limited lifetime warranty.^[1] For more information about Ballistix Sport, Tactical, and Elite memory, visit <https://ballistixgaming.com/>.

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About Ballistix

Ballistix is a global brand of Micron Technology, Inc. Ballistix memory (DRAM) enhances the overall PC gaming experience and delivers a performance edge to gamers and enthusiasts. Ballistix is the only major gaming brand of memory that’s built and tested from start to finish as part of a major manufacturer. Learn more at ballistixgaming.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 nearly 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.

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