



NA Media Contact:

Jill Gerig

InkHouse

+1 (415) 299-6222

ballistix@inkhouse.com

www.ballistixgaming.com

Ballistix Sport AT Gaming Memory Now Available

New modules designed for gamers and TUF Gaming Alliance PC system builders

Tech 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

Boise, ID – July 17, 2018 – Ballistix, a leading global brand of gaming memory, today announced the immediate availability of Ballistix [Sport AT](#) memory in support of 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.

“Our TUF Gaming Alliance relationship with Ballistix, the memory brand of choice for so many gamers, offers customers and partners an exciting new product for PC builds,” said Sharon Pan, Division Director of the ASUS Motherboard Channel PM Department. “On the heels of all the positive feedback at Computex 2018, we’re looking forward to a successful collaboration with Ballistix as we continue to create products that excel in both performance and aesthetics.”

The Ballistix Sport AT modules are now 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 enable an easier install, regardless of skill level.

“We’re thrilled to collaborate with ASUS, a best-in-class brand, to develop products for the TUF Gaming Alliance,” said Jim Jardine, Director of Ballistix Product Marketing. “The TUF Gaming Alliance offers enthusiasts a blend of compatibility, durability, and aesthetics – the same qualities Ballistix has been known for since it launched more than a decade ago.”

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 are available now at [Crucial.com](https://www.crucial.com) and through select global partners. 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 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.