April 24, 2007

Microchip Technology Launches 16-bit Embedded Control Design Contest With $15,000 in Cash Prizes Up for Grabs

Company Partners With Circuit Cellar Magazine to Challenge Engineers to Put Their Creativity to the Test Using PIC24 Microcontrollers and dsPIC(R) Digital Signal Controllers

CHANDLER, Ariz.--(BUSINESS WIRE)--

Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller and analog semiconductors, today announced that it has partnered with Circuit Cellar Magazine to launch the "Microchip 16-bit Embedded Control Design Contest". Engineers have until October 16, 2007 to win their share of the $15,000 in prizes and gain international recognition for their ingenuity in designing with the over 90 16-bit PIC24 microcontrollers and dsPIC(R) Digital Signal Controllers (DSCs) that are commercially available today. Contestants can also win bonus points within the three primary and seven subcategory prize categories by using any of 17 eligible Microchip analog, communication and memory devices in conjunction with a Microchip 16-bit controller.

The first step is to request a free sample kit online at www.circuitcellar.com/microchip2007. Sample kits include four 28-pin 16-bit controllers with a wide range of features; 17 bonus parts -- including some of Microchip's best analog, communication and memory devices; and a contestant resource CD containing a full software development suite, including the fully-enabled Special Contest Edition MPLAB(R) C30 C compiler, free software comprising application libraries, application notes, code examples, stacks, RTOSs and webinars, and coupons for steep discounts on five different Microchip development tools.

"I'm wowed by the opportunities afforded our audience through the Microchip 16-bit Embedded Control Design Contest," said Steve Ciarcia, editorial director and founder of Circuit Cellar Magazine. "Not only will our co-sponsor distribute a wide range of chips for guys like me to abuse, I know that the greater design community will have a field day designing with this ubiquitous brand."

The primary prize categories include $5,000 for first place, $3,000 for second place and $1,750 for first place. Subcategory prizes consist of the following seven $750 awards:

1. Effective Use of SMPS Resources (for example, resources found on dsPIC30F2020)

2. Effective Use of Motor Control Resources (for example, resources found on dsPIC30F2010)

3. Use of Smart Sensing Methodologies

4. Connected (Communications) Applications

5. Effective Use of Peripheral Pin Select (for example, resources found on PIC24FJ64GA002)

6. Effective Use of DSP technology (found on all dsPIC DSCs)

7. Best Use of Bonus Parts (see list of 17 eligible Microchip devices, below)

The eligible Microchip bonus parts, which must be used with one or more Microchip 16-bit controllers, are included in the free contest sample kit and consist of the following:

```
Analog:

--  MCP9700 Voltage Output Temp Sensor

--  MCP9800 Serial Output Temp Sensor

--  TC4427A Low-Side MOSFET Driver

--  MCP608 Precision, Dual Op Amp

--  MCP6022 10-MHz, Dual Op Amp

--  MCP6S26 6-Channel PGA

--  MCP3421 18-bit Del-Sig ADC

--  MCP4011 6-bit, Volatile Digipot

Communications Peripherals:

--  ENC28J60 10BASE-T SPI Ethernet Controller

--  MRF24J40 IEEE 802.15.4(TM) RF Transceiver

Memory:

--  24LC01BT-I/OT 1-Kb I2C(TM) Serial EEPROM

--  24LC16BT-I/OT 16-Kb I2C Serial EEPROM

--  24LC512-I/SM 512-Kb I2C Serial EEPROM

--  93LC46BT-I/OT 1-Kb Microwire Serial EEPROM

--  93LC66B-I/SN 4-Kb Microwire Serial EEPROM

--  25LC010A-I/SN 1-Kb SPI Serial EEPROM

--  25LC256-I/SN 256-Kb SPI Serial EEPROM
```

For additional information, visit the contest Web site at www.circuitcellar.com/microchip2007.

Microchip Customer Support

Microchip is committed to supporting its customers by helping design engineers develop products faster and more efficiently. Customers can access four main service areas at www.microchip.com. The Support area provides a fast way to get questions answered; the Sample area offers free evaluation samples of any Microchip device; microchipDIRECT provides 24-hour pricing, ordering, inventory and credit for convenient purchasing of all

Microchip devices and development tools; finally, the Training area educates customers through webinars, sign-ups for local seminar and workshop courses, and information about the annual MASTERs events held throughout the world. Microchip Launches 16-bit Embedded Control Design Contest

About Microchip Technology

Microchip Technology Inc. (NASDAQ:MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at www.microchip.com.

Note: The Microchip name and logo, PIC, dsPIC, and MPLAB are registered trademarks of Microchip Technology Inc. in the USA and other countries. All other trademarks mentioned herein are the property of their respective companies.

Source: Microchip Technology Inc.