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Microchip Celebrates Shipment of 1 Millionth Development Tool; Sold During 14th Annual MASTERs Technical Training Conference

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, today announced that it sold its one millionth development tool during last week's 14th annual Worldwide MASTERs Conference--the premier technical training event for embedded-control engineers held in Phoenix, Ariz. To celebrate this milestone, Microchip honored Mike Nicholson, Engineering Manager from Price Electronics in Winnipeg, Canada, as the recipient of its one millionth tool.

"We've been using Microchip development tools and PIC(R) microcontrollers since 1999," Nicholson said. "We fell in love with Microchip's development tools and support, and a lot of their application notes have really helped us with our designs." Nicholson added, "We've learned a ton over the last three days at the MASTERs Conference. It's great to have the 1 millionth development tool in hand, and we look forward to using it."

Watch a video interview with Mike Nicholson: http://www.microchip.com/get/7H3X

Microchip development tools comprise software and hardware that is used to design applications with Microchip's semiconductors. Today's announcement reinforces the industry's continued acceptance of Microchip's tools by embedded design engineers, who increasingly seek to simplify code development while reducing their tool investments.

"Microchip has a reputation for providing the industry's best tools and support, and the shipment of our one millionth development tool demonstrates that embedded designers have found this reputation to be well founded," said Mitch Little, vice president of Microchip Worldwide Sales and Applications. "Microchip's unique in-house tools strategy is one of the main ingredients in our customers' success, enabling us to continuously enhance tools with advanced features while retaining control of quality, delivery and costs."

Applications for Microchip's embedded semiconductors span all sectors around the world, including industrial, consumer, communications, automotive and office automation. Within these broad market segments, the Company serves more than 63,000 customers, located in more than 65 countries.

"From evaluation kits, programmers and in-circuit debuggers to state-of-the art in-circuit emulators that run full speed with tomorrow's highest speed technologies, our MPLAB(R) tools offer simplicity, power and affordability," said Derek Carlson, vice president of Microchip Development Tools. "Microchip stands alone among semiconductor companies by offering a universal and truly integrated development environment that supports our entire line of 8-bit,

16-bit and 32-bit PIC microcontrollers, and dsPIC(R) digital signal controllers, ranging from 6-pin to over 100-pin devices."

For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at http://www.microchip.com/get/7NHT.

About Microchip Technology

Microchip Technology Inc. (NASDAQ:MCHP) is a leading provider of microcontroller, analog and Flash-IP solutions, 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 http://www.microchip.com/get/NV66.

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