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Microchip Again Named to “50 Best Companies to Sell For” List by Selling Power Magazine

Selected for Second Consecutive Year; Remains Only Semiconductor Company

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that it was chosen for the 2014 “**Selling Power 50 Best Companies to Sell For**” list. Each year, the corporate research team at *Selling Power* magazine assembles and publishes this list, which includes companies of all sizes, with sales forces ranging from fewer than 100 to those in the thousands. Microchip ranked 17th, moving up two places from 2013, and is still the only semiconductor company on the list.

Selling Power selected companies based on customer growth and retention; hiring, compensation, training and enablement; and company recognition and reputation. The magazine has found that inclusion on this list gives companies a competitive advantage when hiring top sales professionals.

“We are thrilled to once again be recognized as one of *Selling Power’s* 50 Best Companies to Sell For,” said Mitch Little, Microchip’s vice president of Worldwide Sales and Applications. “Microchip has the best global sales team in the electronics industry, which thrives in our unique corporate culture. It’s no surprise that we are the only semiconductor company on this list, as we have long been the only organization in our industry to keep the focus on teamwork and helping customers by paying company-wide bonuses instead of individual commissions.”

Resources

50 Best Companies to Sell For logo available through editorial contact or Flickr (feel free to publish): **http://www.microchip.com/get/3RG1**

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About Selling Power

In addition to *Selling Power* magazine, the leading periodical for sales managers and sales VPs since 1981, Selling Power Inc. produces the Sales Management Digest and Daily Boost

of Positivity online newsletters, as well as a five minute-video series featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 2.0 Conference.

About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, mixed-signal 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/KCX4**.

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