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Microchip Technology Again Recognized for Leadership and Innovation

Company Honored by U.S. and International Publications for Product and Business Excellence

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

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced that it has been recognized by the following U.S. and international publications for product and organizational leadership.

"As the worldwide leader in 8-bit microcontrollers and the only company to support all of its 8-, 16- and 32-bit MCUs with a singular integrated development environment, our greatest reward is that design engineers prefer Microchip for their embedded designs," said Steve Sanghi, Microchip's president and CEO. "We are extremely honored to be recognized for the technology and business excellence that our global customer base and long-term investors have come to expect."

Microchip was named a finalist in the "Large Company of the Year" category of EE Times' fourth Annual Creativity in Electronics, or ACE, Awards. Companies are selected by the ACE judges for demonstrating leadership and innovation, and shaping the world in which we live with the electronics industry's most dynamic business practices and breakthrough technologies.

The editors of EDN Magazine selected Microchip's Graphics Software Library--a free application designed for adding graphics displays to embedded designs based on the Company's 16- and 32-bit PIC(R) microcontrollers--as a finalist in the Software category of their 2007 EDN Innovation Awards. Every year EDN Innovation recognizes the most unique, state-of-the-art electronics products.

Portable Design chose the PIC32 as a winner in the "Processors ICs" category for the magazine's "2008 Editor's Choice Awards." With these annual awards, the magazine recognizes innovative electronic components that make possible the design of leading-edge portable products.

"Every year Portable Design singles out for recognition those new products that we consider to be the most innovative, choosing from among the thousands of product releases that cross our desks," said John Donovan, Portable Design's editor-in-chief. "This year has seen an outpouring of highly creative, and some potentially disruptive, products."

Microchip's dsPIC33F digital signal controllers were selected by the editors of the EN-Genius Network as a recipient of their 2007 "Product of the Year" awards in the "Best Value in Embedded DSP" category, from among the hundreds of products they reviewed in 2007. The editors believe that the products selected will make significant bottom-line numbers for

the companies involved, because of their strong technical merit, design innovation and marketability.

Microchip also received recent honors from several leading international electronics publications. Germany's E&E Magazine selected the PIC18F97J60 8-bit Ethernet microcontrollers for their "E&E Best Product Guide 2007," in the "Microcontroller & Processors" category. Finalist products were those that received the most clicks from readers on the E&E Web site, from October 2006-September 2007. Following the publication of the top 10 products from each category in a special supplement, winners were selected through reader votes.

Electronic Design & Application World--Nikkei Electronics China honored Microchip with two awards at the recent Green Power Forum in Beijing. The MCP140X MOSFET drivers won the "Best Application Award in Power Components," and Microchip's MCP73811/2 charge-management controllers won the "Best Application Award in Battery."

Finally, Germany's ELEKTRONIK magazine named Microchip's PIC32 32-bit microcontroller family one of its "Best Products of the Year" in the "Active Components" category. The PIC32 was nominated by ELEKTRONIK's editorial staff and elected by its readership, receiving 8,000 reader votes in all.

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.

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.

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