

May 19, 2008



Microchip Technology Promotes Eric Bjornholt, Lauren Carr and Pete Zimmer to Vice President

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

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced the appointment of three individuals as vice president. The new vice presidents are Eric Bjornholt, Lauren Carr and Pete Zimmer.

Eric Bjornholt is vice president of Finance. He is responsible for overseeing Microchip's tax, SEC reporting, treasury, supply management and other financial-reporting activities. Additionally, he is Microchip's corporate secretary and played a lead role in the recent completion of the Company's \$1.15 billion junior convertible transaction. Bjornholt joined Microchip in 1995.

Lauren Carr is vice president of Human Resources. She is responsible for overseeing Microchip's entire global Human Resources organization. In recent years, she has led Microchip's efforts to make Human Resources services more efficient and effective, been a champion for Microchip's culture and making Microchip a great place to work, and kicked off several new initiatives to attract, engage and retain talent. Carr joined Microchip in 1995.

Pete Zimmer is vice president of Americas Sales, where he is responsible for overseeing the Americas Sales organization. Having successfully led Microchip's regional and global sales efforts, Pete has contributed significantly to the evolution of the Company's sales channels. Zimmer joined Microchip in 1997.

"Eric Bjornholt, Lauren Carr and Pete Zimmer each bring a wealth of experience and knowledge to the strong management team at Microchip. They have continuously offered valuable insight and experience to the Company, which has helped to strengthen our offerings to the marketplace," said Steve Sanghi, president and CEO of Microchip. "All three have taken on increasing levels of responsibility at Microchip over the years. I am extremely pleased to promote them to vice president."

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; and 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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