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# Microchip Technology Recognized for Leadership and Innovation

## Company Honored by National and Arizona 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 business and electronics organizations for product and workplace leadership.

"As a worldwide leader in providing 8-, 16- and 32-bit microcontrollers with seamless software migration, along with the analog and RF components that are essential for interfacing to the real world, 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 again be recognized for the technology and business excellence that our customers and long-term investors have come to expect, and that our top-notch employees make possible."

EDN magazine named the [USB PIC<sup>\(R\)</sup> microcontrollers](#) (MCUs) to their 2008 "Hot 100" list of the most significant new electronic products, in the "Processors & Tools" category. Microchip has the industry's most comprehensive portfolio of 8-, 16- and 32-bit USB MCUs, supported by a broad offering of USB software stacks for the device, embedded host and on-the-go protocols. All of these stacks are offered for free download at <http://www.microchip.com/USB>.

EE Times recently honored three Microchip devices with the distinction of being the quarter's "Ultimate Products," as nominated by the publication's editors and selected by its readership. Microchip's [PIC32 family of 32-bit microcontrollers](#) was chosen in the "Processors & Memory" category, while its [MCP4725 digital-to-analog converter](#) was elected in the "Analog ICs" area. In the "RF & Microwave" category, readers preferred Microchip's [MRF24J40MA FCC-certified radio-frequency transceiver module](#).

The Golden Mousetrap Awards from Design News recognize engineering innovation and creativity in product design. Adding to the honor it received from EE Times, the magazine's editors selected the MCP4725 digital-to-analog converter as the winner in their "Analog Control" category. And, several of Microchip's microcontrollers were named finalists, including the PIC32 family of 32-bit MCUs and members of the market-leading 8-bit PIC MCU family.

The PIC32 was also a runner up in ECN Magazine's "2008 Readers Choice Tech Awards" in the "Integrated Circuits" category. Readers vote on the top five products in each category, as selected by ECN's editors.

In the area of business excellence, Microchip was again selected as one of the Phoenix Business Journal's "2008 Best Places to Work in the Valley." For the second year in a row, the award places Microchip among the top-30 large companies (250+ employees) to work for in Arizona because of the way it creates an engaged and supportive workforce.

Microchip was also designated by the Chandler Chamber of Commerce as a CHANDLER 100 company for 2008, in the category of companies with over \$6 million in revenue. This designation recognizes companies that are strong contributors to Chandler, Arizona's economic and employment base.

"During these tough economic times, Microchip believes that it is more important than ever to retain and empower our world-class talent--because we know that employees are our greatest strength," said Lauren Carr, Microchip's vice president of [Human Resources](#). "Microchip provides the resources, flexibility, training and continuous-improvement culture that enable our global team to create the excellent products for which we continue to win awards and, more importantly, customer designs."

### 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 <http://www.microchip.com>. The Support area provides a fast way to get questions answered; the Sample area offers 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 <http://www.microchip.com>.

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