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Registration Open for Microchip's 14th Annual Worldwide MASTERs Conference; Premiere Technical Training Event for Embedded-Control Engineers

Conference Held August 23 - 28, 2010 at Phoenix Resort; Classes Available for All Experience Levels, From Beginner to Expert

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. [NASDAQ:MCHP], a leading provider of microcontroller and analog semiconductors, today announced it is accepting registrations for its 14th annual Worldwide MASTERs Conference at the JW Marriott Desert Ridge Resort in Phoenix, Arizona, with the Main Conference taking place from August 25 - 28, and a Pre-Conference on August 23 and 24, 2010. A $150 early-bird discount is available to those who register by May 14 at http://www.microchip.com/get/CENH.

The MASTERs Conference is a valuable resource for designing with Microchip products that provides design engineers with an annual forum for sharing and exchanging technical information on the Company's 8-, 16- and 32-bit PIC(R) microcontrollers, high-performance analog and interface solutions, 16-bit dsPIC(R) digital signal controllers, wireless and mTouch(TM) sensing solutions, memory products, and MPLAB(R) development systems--including the industry's only singular IDE to support an entire 8-, 16- and 32-bit microcontroller portfolio.

MASTERs is an in-depth, bi-directional exchange of technical information between Microchip subject-matter experts and the Company's technical partners, including customers, third parties, distributor FAEs and design partners.

There are a broad range of class offerings for 2010 to meet the growing needs of software and hardware design engineers and engineering managers, with 87 classes being offered--33 of which are new. In addition to lecture-based classes, there are 34 hands-on workshops that enable attendees to practice what they have learned. Since the course materials are geared to varying skill levels, a rating system is on the registration form. Classes are available for engineers with advanced experience or little knowledge in the concepts and basics of the technology being discussed.

Based on its overwhelming success at previous MASTERs, Microchip is again offering a two-day Pre-Conference for those who wish to attend as many classes as possible during the week. These classes are also designed for beginner and advanced attendees. For example, "Introduction to Embedded Programming Using C" is a two-day, 16-hour step-by-step crash course in C, with practical hands-on exercises.

MASTERs classes cover the gamut of electronic engineering topics, including connectivity sessions on TCP/IP, USB, CAN and wireless, graphics and capacitive-touch interface development, intelligent power supplies, firmware development, motor control, selecting op-amps for sensor applications, using an RTOS, creating a bootloader, and streaming audio for embedded designs.

"Microchip continues to expand the breadth and depth of technical courses offered through its training programs, which are specifically designed for embedded systems engineers," said Ken Pye, Microchip's vice president of worldwide applications engineering. "Our annual series of global MASTERs Conferences have become the world's premiere technical training resource for embedded-control engineers because they provide valuable design knowledge that solves today's most challenging design issues."

Additional activities include networking sessions between third-party partners and attendees to discuss relevant design topics, meeting with third-party development tool experts and a simulated wafer fab plant tour. Extracurricular events include the Hover Mice parent/child hovercraft building contest, a Texas Hold-em card tournament, a FIRST robotics exhibition match, and sports-bar and video games that are suitable for the whole family.

Registration & Pricing Info

Entry to the MASTERs Conference courses, a USB Flash Drive with all class materials, round-trip airport transportation, and accommodations for three nights with meals, evening entertainment and more are included in the Conference cost of $1,495 USD; all payments are due within 30 days of registration. Registrations submitted by May 14th, 2010 will receive a 10% discount ($150), and all potential attendees must register by August 13th, 2010. Complete information regarding the MASTERs Conference can be found online at: http://www.microchip.com/get/CENH.

About Microchip

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/get/TQT8.

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