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MICROCHIP

Microchip Puts "Cash for Clunkers" Development Tool Exchange Program in Gear

Microchip Invites You to Come on Down, Trade in Your Clunker and Drive Off the Lot With a Shiny New Microchip Development Tool, Today!

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced its "Cash for Clunkers" development-tool exchange program, providing embedded designers with a cost-effective way to do their part for the environment and get better battery mileage with Microchip. The current model year PIC$^{(R)}$ microcontrollers feature nanoWatt XLP technology for extended battery life of up to 20 years. After all, Uncle Sam isn't offering the electronics industry any bailouts; so Microchip thought it would stimulate better designs by giving embedded engineers an attractive incentive to trade up for more sleek and modern development tools.

Microchip's Cash for Clunkers program allows embedded designers who are tired of looking at the faded paint jobs on their old tools to exchange selected models from Microchip's competitors for a rebate as high as 30%--up to a $120 savings--on select PIC$^{(R)}$ Microcontroller, memory and analog development tools (see Web site for details). But you'd better act fast--the program ends on October 30, 2009. Of course, Microchip will dispose of all exchanged competitor tools in an appropriate manner.

To learn more about the Microchip Cash for Clunkers development-tool exchange program, visit http://www.microchip.com/get/400714327546296. Don't see your competitor tool on our pre-approved list? No problem! Just email us with your special requests at tradein@microchip.com.

"We know that you have some clunker tools from our competition just rusting away on your shelf, taunting you with painful memories of their many crashes," said Thang Nguyen, Development Tools marketing manager at Microchip. "I would like to personally invite you to trade in those battery-guzzling clunkers for Microchip's latest models and experience firsthand why more than 63,000 global embedded customers prefer Microchip."

All of the Microchip development tools in this exchange program provide a turnkey, just-out-of-the-showroom experience that enables users to quickly come up to speed on Microchip's embedded-control semiconductors and put the pedal to the metal on their designs. The rebate can be used on any of Microchip's analog development tools, and the following Microchip digital development tools, which work with its more than 600 models of 8-, 16- and 32-bit PIC MCUs, and its best-in-class memory semiconductors. Tools can be ordered directly from Microchip at http://www.microchip.com/get/400714397569444, or on the Web sites of any authorized Microchip dealership around the world--just be sure to enter your rebate code.

Top-of-the-Line Tools:

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-- MPLAB Starter Kit for PIC18 ($59.98, part # DM180021)
-- MPLAB Starter kit for PIC24F ($59.98, part # DM240011)
-- MPLAB Starter Kit for PIC24H ($59.98, part # DM240021)
-- PIC32 Starter Kit ($49.99 part # DM320001)
-- MPLAB Starter Kit for Serial Memory Products ($79.98, part # DV243003)
-- PICkit(TM) 3 Debug Express ($69.99, part # DV164131)
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Customized Bundles:

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-- PIC18 Explorer Board and PICkit 3 ($165.00, part # DV164136)
-- MPLAB ICD 3 and PICDEM(TM) 2 Plus ($229.99, part # DV164036)
-- MPLAB ICD 3 and Explorer 16 ($299.99, part # DV164037)
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For additional information, contact any Microchip factory sales representative or authorized worldwide dealership, or visit Microchip's Web site at http://www.microchip.com/get/400714327546296.

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/get/400714585532407.

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