

August 9, 2010



Microchip Technology to Present at the 12th Annual Pacific Crest Technology Leadership Forum

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Incorporated (NASDAQ:MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, announced today that the Company will present at the 12th Annual Pacific Crest Technology Leadership Forum on Tuesday, August 10, 2010, at 1:30 p.m. (Mountain Time). Presenting for the Company will be Mr. J. Eric Bjornholt, Vice President and Chief Financial Officer. A live webcast of the presentation will be made available by Pacific Crest, and can be accessed on the Microchip website at www.microchip.com.

Any forward-looking statements made during the presentation are qualified in their entirety by the discussion of risks set forth in the Company's Securities and Exchange Commission filings. Copies of SEC filings can be obtained for free at the SEC's website (www.sec.gov) or from commercial document retrieval services.

Microchip Technology Incorporated is a leading provider of microcontroller, analog and Flash-IP solutions, 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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