

March 22, 2017



Microchip Revolutionizes the Semiconductor Purchasing Process

microchipDIRECT Debuts Updated Mobile-Optimized E-Commerce Website with Industry-Leading Functionality

CHANDLER, Ariz., March 22, 2017 (GLOBE NEWSWIRE) -- Microchip Technology Inc. (NASDAQ:MCHP), today debuted its updated, feature-rich and mobile-optimized e-commerce platform for purchasing microcontrollers, mixed-signal, analog, Flash-IP solutions and more. [microchipDIRECT](#), which sells Microchip parts directly to customers, has been updated with several new mobile-accessible features that are now available for the first time in the semiconductor industry. The new mobile website includes high-volume quotes, custom programming, ordering flexibility, numerous languages, worldwide currency options and global support.

“Consumers expect a certain look, feel and ease of use on any e-commerce site they visit whether purchasing consumer goods or semiconductors,” said Sean Strickler, director of corporate sales at Microchip. “microchipDIRECT is meeting those consumer expectations by providing a B2C-like experience that allows our clients to check product stock quantities, see pricing, track orders or download a data sheet directly from their mobile device. We are proud to be the industry leader in this area with unique key features that are easily accessible on our new mobile-optimized website.”

The key features of the new mobile-optimized website include:

1. **Volume pricing:** Users can now easily request a quote for high-volume pricing via a smartphone, tablet or desktop device. No other website in the industry offers this feature.
2. **Custom programming:** Customers are able to add custom code to a microcontroller or memory device via the microchipDIRECT Programming Center. This service offers fast and low-cost programming. Customers can also easily apply their approved pricing quote to a programmed part.
3. **Ordering flexibility:** Customers are able to check when their order will arrive before they commit to placing an order. In addition, customers are now able to schedule their orders up to 12 months in advance and dropship to most global locations using their smartphone or tablet.

microchipDIRECT carries the largest inventory of Microchip products in the industry, providing a one-stop full-service channel for all purchasing needs. It also offers global support in ten languages and has numerous payment options for customer convenience. For more information, visit www.microchipdirect.com.

Resources

High-res images available through Flickr or editorial contact (feel free to publish):

- Graphic/logo: <https://www.flickr.com/photos/8351207@N03/33324383915/sizes/l>

About Microchip Technology

Microchip Technology Inc. (NASDAQ:MCHP) is a leading provider of microcontroller, mixed-signal, 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.

Note: The Microchip name and logo and the Microchip logo are registered trademarks of Microchip Technology Incorporated in the U.S.A. and other countries. All other trademarks mentioned herein are the property of their respective companies.

Editorial Contact:

Sarah Broome
480-792-4386
sarah.broome@microchip.com

Reader Inquiries:

1-888-624-7435



Source: Microchip Technology Incorporated