May 11, 2011

microchipDIRECT Increases Inventory 300%

CHANDLER, Ariz.--(BUSINESS WIRE)-- microchipDIRECT, the direct source of products from Microchip Technology Inc. (NASDAQ: MCHP) and Microchip third parties, today announced that it has expanded inventory to further support its customers in these uncertain times. Inventory for microchipDIRECT customers has increased 300% during the last nine months, in its e-commerce warehouse. microchipDIRECT offers all of Microchip's standard products and development tools, as well as many trusted third-party tools and devices, in support of the Microchip customer community.

"We understand that customers need reliable inventory support for new designs and production," said Mitch Little, Microchip's vice president of Worldwide Sales and Applications. "In conjunction with some of the industry's shortest lead times and a strong distribution program, Microchip has increased the inventory in our e-commerce warehouse 3x to support strong demand for our products."

microchipDIRECT is available 24 hours a day, 7 days a week, in 8 different languages at http://www.microchip.com/get/6MLT.

About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) 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 http://www.microchip.com/get/F9KU.

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Tags / Keywords: Semiconductor Inventory, e-commerce, Purchasing

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Source: Microchip Technology Inc.