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Microchip Wins ESC Boston Best in Show Embeddy Hardware Award

Company Wins Award for New 8-bit Microcontrollers Featuring Integrated Configurable Logic in 6- to 20-pin Packages

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. **(NASDAQ: MCHP)**, a leading provider of microcontroller, analog and Flash-IP solutions, today announced it won **VDC Research's annual "Embeddy" award** for best in show, hardware category at the Embedded Systems Conference (ESC) in Boston Sept. 26 – 28. A winner was also named in the software category. Embeddy award winners were given an overall rating score of 1 to 5 and were selected based upon the corporate, technological and industry significance of their product, as well as its availability. Microchip won for the Sept. 26 announcement of its new 8-bit **PIC10F(LF)32X** and **PIC1XF(LF)150X** microcontrollers, which feature integrated configurable logic in 6- to 20-pin packages—enabling functionality that was not possible before with low pin count MCUs.

A **video** of the award ceremony can be viewed online at the following link (feel free to embed on your Web site): **http://www.microchip.com/get/NXL3**.

"The Embedded Systems Conference showcases the best available products in our industry, and we are honored to be recognized with this award," Steve Drehobl, vice president of Microchip's Security, Microcontroller and Technology Development Division. "These new MCUs expand the reach of our PIC10F, PIC12F and PIC16F families, enabling new applications for MCUs that didn't exist before."

"Ultimately, we chose Microchip's new 8-bit MCUs because the Company used configurable logic-cell technology to bring programmable logic features into the MCU space," said Richard Dean, Program Manager at VDC's Embedded Hardware Practice. "These new MCUs are designed for applications that require a high level of intelligence in space-constrained areas. The capabilities and performance of these new devices will allow embedded designers to create new products that service the intelligent lighting, consumer electronic, home appliance, automotive and disposable medical markets, among others."

The award was announced during the ESC Boston Keynote Address on Sept. 28. For more information on VDC's "Embeddy" award, visit **http://www.microchip.com/get/98NU**. More information on Microchip's 8-bit PIC10F32X and PIC1XF150X microcontrollers is available at: **http://www.microchip.com/get/GMQB**.

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, Ariz., Microchip offers outstanding technical support along with

dependable delivery and quality. For more information, visit the **Microchip Web site** (**http://www.microchip.com/get/D1JF**).

About VDC Research Group

VDC Research Group provides thought leadership, market opportunity assessments and corporate development services to our clients through our syndicated market research reports and a range of consulting services. The firm is organized around five practices — each with its own area of coverage — all focused on providing the specific multilayer segmentations and expert market analysis our clients need to identify and capitalize on new opportunities. For more information, visit: **http://www.vdcresearch.com**.

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http://www.microchip.com/get/NXL3

High-res Photo available through editorial contact or Flickr (feel free to publish):
http://www.microchip.com/get/T65A

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