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Microchip Technology Recognized for Leadership and Innovation

Company Honored by Leading Publications for Product and Business Excellence

CHANDLER, Ariz.--(BUSINESS WIRE)--

Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller and analog semiconductors, today announced that it has been recognized by the following electronics magazines and a prominent Arizona business publication for product and organizational leadership, along with recognition for strong employee contributions from a major charity.

"As the worldwide leader in 8-bit microcontrollers, our greatest reward is that design engineers prefer Microchip for their embedded designs," said Steve Sanghi, Microchip's president and CEO. "We are extremely honored to be recognized for the technology excellence that our customers have come to expect."

EDN magazine named three Microchip products to their prestigious "Hot 100 Products of 2006" list. In the Analog ICs category, the MCP6G01 and MCP6G02 gain-selectable amplifiers; in the Power category, the dsPIC30F1010/202X family of Digital Signal Controllers (DSCs) for Switched-Mode Power Supplies (SMPS); in the Processors category, the PIC18F97J60 8-bit microcontrollers with integrated Ethernet controller. Additionally, Microchip's SMPS dsPIC30F DSC family was named a finalist in the "Microcontrollers and Digital Signal Controllers" category of the 17th Annual EDN Innovation Awards.

In the EE Times Ultimate Products 3.3 supplement, readers named the PIC18F97J60 Ethernet microcontroller as their number-one choice in the "Processors & Memory" category. Additionally, EE Times named two of Microchip's products as Ultimate Products 2006 Finalists in the 2007 EE Times ACE Awards. The PIC18F97J60 Ethernet MCU was named a finalist in the "Processors/Memory" category, and the dsPIC30F SMPS DSCs were named in the "Power" category.

analogZONE awarded Microchip's MCP2030 Low-RF Demodulator "2006 Product of the Year" honors for Best Low-Frequency RF Control Device. Editor-in-Chief Paul McGoldrick said of the winners, "We believe the products selected will make significant bottom-line numbers for the companies involved, because of their strong technical merit, design innovation and marketability."

Other recent honors for Microchip's industry-leading products include the PIC24 16-bit microcontroller family being named one of the top 10 "2006 Fabulous 50" finalists in Product Design & Development magazine's 12th Annual Engineering Awards. ECN magazine gave Microchip's dsPIC(R) DSCs Honorable Mention in the Embedded Systems category of their "ECN 2006 Technology Awards". Finally, in their annual reader survey, Embedded Systems

Design magazine's readership ranked Microchip number one in the category of "Who is your primary 8-bit microcontroller vendor?".

In the area of organizational leadership, Microchip CEO Steve Sanghi was named a finalist in Electronic Business magazine's 2006 CEO of the Year Awards. Likewise, the Phoenix Business Journal named Steve Sanghi to its "2006 Power Players" list of the most influential business leaders in Arizona.

Continuing its record of good corporate citizenship, Microchip was ranked by the Arizona United Way as one of their Top 5 Leadership-Giving Campaigns for companies with 1,000 - 1,999 employees--out of 200 total Leadership-Giving Campaigns. (Leadership Givers are those who contribute \$1,000 or more, annually.) Additionally, Microchip ranked among the Top 25 Overall Campaigns in Arizona for companies with 1,000 - 1,999 employees--out of over 1,000 total campaigns.

Microchip Customer Support

Microchip is committed to supporting its customers by helping design engineers develop products faster and more efficiently. Customers can access four main service areas at www.microchip.com. The Support area provides a fast way to get questions answered; the Sample area offers free evaluation samples of any Microchip device; microchipDIRECT provides 24-hour pricing, ordering, inventory and credit for convenient purchasing of all Microchip devices and development tools; finally, the Training area educates customers through webinars, sign-ups for local seminar and workshop courses, and information about the annual MASTERS events held throughout the world.

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 www.microchip.com.

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Source: Microchip Technology Inc.