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Microchip Technology Launches Web Site Personalization (www.microchip.com/myMICROCHIP)

Service Enables Users to Tailor Delivery of Content to Meet Their Needs

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

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced the personalization of its Web site, which enables users to tailor the delivery of content to their needs. Users opt in via an application form at www.microchip.com/myMICROCHIP to set up their profile and preferences. They can then quickly find the exact content they need whenever they log on, without having to search for it. Users are also able to track their sample and purchase-order histories, and receive notification by e-mail when something they are interested in has been updated.

"Web site personalization represents another way in which Microchip is here to help," said Mitch Little, vice president of Worldwide Sales and Applications with Microchip. "Making key tasks easy for users to accomplish helps them to be more effective at their jobs."

Subsequent releases of Microchip's personalization service are expected to include RSS feeds, training resources and history, support tracking and history, social networking, lists of recent searches, and enhanced order-history tracking. For further information, visit Microchip's Web site at www.microchip.com/myMICROCHIP.

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, Ariz., 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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