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Microchip Technology Recognized for Leadership and Innovation

Company Honored by Leading Domestic and International Industry Publications for Product 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 global electronics industry publications for product leadership.

EDN magazine named three of Microchip's products to their 2009 "Hot 100" list of the most significant new electronic products. The PIC32MX5/6/7 32-bit microcontroller families were named in the "Microcontrollers and Processors" category; the dsPIC33F "GS" series-based AC/DC reference design was named in the "Power" category; and the MCP651/2/5 offset-voltage-corrected operational amplifiers were named in the "Analog ICs" category.

"The fact that Microchip has been recognized by the staff of experienced engineers at EDN magazine in such a diverse set of product categories illustrates the depth of our comprehensive embedded portfolio, which spans 8/16/32-bit microcontrollers, analog, memory, interface and connectivity semiconductors," said Steve Sanghi, Microchip's president and CEO. "When viewed in tandem with the honors for our touch-sensing products from China's EEPW magazine, it becomes apparent why embedded engineers across the globe prefer to partner with Microchip in developing their world-class designs."

Microchip's mTouch(TM) Inductive Touch Sensing Technology was bestowed with the Best Touch Sensing Technology award by Electronic Engineering & Product World magazine, as part of their Embedded Systems Editor's Choice Awards 2009. EEPW is an influential trade publication in China, and their Award program is one of the most prestigious in the China semiconductor industry. Inductive touch sensing is ideal for creating completely sealed and modern-looking user interfaces that operate through metal, thick gloves and in the presence of liquids.

Finally, Microchip's PIC16C84 8-bit microcontroller was named to IEEE Spectrum magazine's list of "25 Microchips That Shook the World." The editors "sought ICs that had an impact on the lives of lots of people--chips that became part of earthshaking gadgets, symbolized technological trends, or simply delighted people." The PIC16C84 was one of Microchip's groundbreaking products, introduced in 1993, that made field-programmable microcontrollers accessible to everyone.

The PIC32MX5/6/7 32-bit microcontrollers operate at 80 MHz and combine up to 128 Kbytes of RAM with extensive connectivity options, including 10/100 Mbps Ethernet, two CAN2.0b controllers, USB Host, Device and OTG, and 6 UART, 5 I^2C(TM) and 4 SPI ports. Microchip's AC/DC Reference Design is based on the new dsPIC33F "GS" series of Digital Signal Controllers for digital power conversion. This reference design demonstrates how

digital-power techniques are applied to reduce component count, lower product cost, eliminate oversized components and incorporate topology flexibility to innovate the best solution for the application.

The MCP651/2/5 are the world's first and only operational amplifiers to include mCal, an on-chip, one-shot calibration circuit that is active upon power-up or controlled via an external hardware pin. The result is a low initial voltage offset and a means to minimize drift over time and temperature, which are extremely important for applications involving instrumentation and sensor conditioning. The mCal circuitry eliminates the need for external calibrating components and minimizes software complexity by offering simple, single-pin hardware control of the calibration.

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 http://www.microchip.com/get/PN0R.

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