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For Immediate Release

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Mouser Electronics Offers Cypress Semiconductor's PSoC[®] FirstTouch[™] Starter Kits for \$29.95

Kit Highlights PSoC Programmable Mixed-Signal Flexibility with Proximity, Ambient Light, Temperature, and Capacitive Touch Sensing in a Small Form Factor

Mansfield, Texas, USA – October 24, 2007 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it is stocking PSoC[®] FirstTouch[™] Starter Kits from [Cypress Semiconductor Corp.](http://www.cypress.com) (NYSE: CY), a leading supplier of high-performance, mixed-signal, programmable solutions.

The [PSoC[®] FirstTouch[™] Starter Kit](#) is a USB thumbdrive[™] form factor kit providing a quick, easy, and affordable way for embedded customers to evaluate the integration, flexibility, and real mixed-signal programmability of PSoC mixed-signal arrays.

Working with Cypress's PSoC Express[™] visual embedded system design tool, and without writing or debugging a single line of C or Assembly code, the kit provides designers with CapSense touch, temperature, light, and CapSense proximity sensing right out of the box.

The kit includes a main system board that interfaces with a computer over USB and a detachable multifunction expansion card. The expansion card includes inputs and outputs for the various applications supported by the kit.

"One of Mouser's core competencies is to rapidly stock and market new products for our design engineering customers," said Mike Scott, Mouser's Vice President of Active Products, "and stocking innovative new products and tools like Cypress Semiconductor's new PSoC[®] FirstTouch[™] Starter Kit offers our engineering customers early access to the newest products for their new product designs."

PSoC devices employ a highly configurable system-on-chip architecture for embedded control design, offering a flash-based equivalent of a field-programmable ASIC without lead-time or NRE penalties. PSoC devices integrate configurable analog and digital circuits controlled by an on-chip

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The Newest Products For The Newest Designs

microcontroller. This provides both enhanced design revision capability and component count savings. These PSoC devices include up to 32 Kbytes of Flash memory, 2 Kbytes of SRAM, an 8x8 multiplier with 32-bit accumulator, power and sleep monitoring circuits, and hardware I²C communications.

Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make the distributor the design engineer's one-stop shop for all the board-level components and associated development tools necessary for total project design.

Mouser Electronics is the only major distributor to publish a new 1,900+ page print catalog every 90 days. In addition, its website and interactive online catalog is updated daily, contains more than 880,000 products for easy online purchase, provides over 1.5 million cross-references, as well as more than 677,000 downloadable data sheets, supplier-specific reference designs, applications notes, and other technical design information.

About Mouser

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features over 880,000 products online from more than 330 manufacturers. Mouser's 1,900+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit www.mouser.com.

About Cypress Semiconductor

Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the PSoC® mixed-signal array, USB controllers, general-purpose programmable clocks and memories. Cypress also offers wired and wireless connectivity solutions ranging from its WirelessUSB™ radio system-on-chip, to West Bridge™ and EZ-USB® FX2LP controllers that enhance connectivity and performance in multimedia handsets. Cypress serves numerous markets including consumer, computation, data communications, automotive, industrial, and solar power. Cypress trades on the NYSE under the ticker symbol CY. Visit Cypress online at www.cypress.com.

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