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For Immediate Release

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Mouser Electronics Now Stocking Microchip Technology's PIC32 Family of 32-bit Microcontrollers (MCUs)

MCU Family Adds More Performance and Memory; Reduces Total Design Complexity and Cost

Mansfield, Texas, USA – July 30, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid availability and introduction of the newest products, today announced it is stocking the [PIC32](http://www.microchip.com) family of 32-bit microcontrollers (MCUs) from [Microchip Technology](http://www.microchip.com), a leading supplier of microcontroller and analog semiconductors.

“Our engineering customers require both rapid introduction of the newest products and technologies, as well as a broad selection of products and suppliers in order to select the best solution for their design projects,” said Mike Scott, Mouser’s Vice President of Active Products. “By stocking Microchip’s PIC32 MCUs, and through our innovative marketing programs, we are able to quickly introduce these new devices to our extensive engineering customer base.”

The PIC32 family adds more performance and memory, while maintaining pin, peripheral, and software compatibility with Microchip’s 16-bit PIC® MCUs and dsPIC® Digital Signal Controllers (DSCs). To further ease migration and protect tool investments, the PIC32 family is fully supported by Microchip’s free MPLAB® Integrated Development Environment (IDE). The MPLAB IDE offers unprecedented compatibility by supporting Microchip’s complete portfolio of 8-, 16- and 32-bit devices.

The PIC32 family consists of ten general-purpose devices that operate at up to 80 MHz, and offer ample code- and data-space capabilities, with up to 512 KB Flash and 32 KB RAM. The family also includes a rich set of integrated peripherals, significantly reducing total design complexity and cost.

The devices are based on the MIPS32® architecture with its leading combination of high-performance, low power consumption, fast interrupt response, and extensive industry tool support. The high-performance MIPS32 M4K® core can achieve best-in-class 1.5 DMIPS/MHz operation, due to its efficient instruction-set architecture, 5-stage pipeline, hardware multiply/accumulate unit, and multiple

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The Newest Products For The Newest Designs

sets of 32 core registers. To reduce systems costs, the PIC32 MCUs support the MIPS16e™ 16-bit ISA, enabling code-size reductions of up to 40%.

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only major distributor to publish a new 2,100+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than a million products for easy online purchase, provides over 1.5 million cross-references, as well as more than 900,000 downloadable data sheets, supplier-specific reference designs, application 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 a million products online from more than 366 manufacturers. Mouser's 2,100+ 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 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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