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For Immediate Release

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Mouser Electronics Now Stocking Microchip Technology's
32-bit PIC32™ Starter Kit

Kit Provides Low-Cost, Modular Development System for Microchip's PIC32 MCUs

Mansfield, Texas, USA –January 10, 2008 – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it is stocking the PIC32™ Starter Kit from Microchip Technology Inc. [NASDAQ: MCHP], a leading provider of microcontroller and analog semiconductors. The kit provides a low-cost, modular development system for Microchip's new 32-bit PIC32 microcontroller family.

The starter kit comes pre-loaded with demonstration software that enables the user to easily and cost-effectively explore new features of the PIC32 microcontrollers and also supplies on-board circuitry for full debug and programming capabilities. The starter kit's expansion connector allows users to develop their own expansion boards, and future Microchip application boards are being planned and will be stocked at Mouser upon release.

The PIC32 Starter Kit includes a full tool suite, USB-powered board, on-board debugger and programmer, as well as source-code examples. The single CD includes Microchip's MPLAB® IDE integrated development environment, MPLAB C32 Student Edition C compiler, a getting-started tutorial, sample projects, 37 code examples, and full documentation, as well as TCP/IP and 16-bit File System stacks. The USB-powered board is fully expandable and does not need a power supply or probe.

"Development tools are critical for the evaluation and design phases of our engineering customers' new projects," said Mike Scott, Mouser's Vice President of Active Products. "Having available inventory on Microchip's PIC32™ Starter Kit and other development tools ensures that system designers can quickly evaluate Microchip's latest microcontrollers."

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 components and associated development tools necessary for total project design.

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Mouser Electronics is the only major distributor to publish a new 1,900+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than 900,000 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, 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 900,000 products online from more than 335 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 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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