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For Immediate Release

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Mouser Electronics Now Stocking Microchip Technology's UNI/O™ Serial EEPROM Family

***First Single I/O EEPROMs to Support Any Data Rate from 10-100kHz;
The Only 1-16K EEPROMs Available in 3-pin SOT-23 Package***

Mansfield, Texas, USA –July 8, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it is now stocking the [UNI/O™ Serial EEPROM Family](http://www.microchip.com) from [Microchip Technology, Inc.](http://www.microchip.com) [NASDAQ: MCHP], a leading supplier of microcontroller and analog semiconductors.

"Early access to Microchip's new products is what our engineering customers have come to expect from us," commented Mike Scott, Mouser's Vice President of Active Products. "Offering off-the-shelf availability of their newest devices allows our customers to add functionality to their newest designs."

The UNI/O™ Serial EEPROM devices are based on Microchip's patented UNI/O™ memory-device protocol. The devices are the first single I/O EEPROMs to support any data rate from 10-100kHz and the only 1-16K EEPROMs available in a 3-pin SOT-23 package (in addition to higher pin count packages). With their powerful combination of features and small-footprint packages, the devices help designers reduce system size and cost.

The UNI/O™ Serial EEPROM family includes several advanced features including status registers, software write protection for ¼, ½ or full array, noise filtering, and robust ESD protection for the highest reliability. The UNI/O™ memory devices are also available in 8-pin packages with a pin-out that can overlay any standard I²C™ or SPI EEPROM socket allowing existing hardware to be used with the available UNI/O™ software drivers for a quick test. The memory devices are ideal for use in portable/handheld and battery-powered devices in the automotive, medical, industrial, and consumer electronic markets.

The UNI/O™ devices are supported by the MPLAB® Starter Kit for Serial Memory Products (Part# [DV243003](http://www.microchip.com)) and the MPLAB® PM3 Universal Device Programmer (Part # [DV007004](http://www.microchip.com)). The starter kit includes everything necessary to quickly develop a robust and reliable serial EEPROM

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The Newest Products For The Newest Designs

design and greatly reduces the time required for system integration and hardware/software fine-tuning. Through interchangeable programming socket modules, the PM3 Universal Device Programmer can quickly and easily program the entire line of Microchip microcontroller devices.

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 more than 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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