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## For Immediate Release

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### **Mouser Electronics and Cypress Semiconductor Enter Into Global Distribution Agreement**

*Inventory Includes Highly-Integrated PSoC<sup>®</sup> Programmable System-on-Chip<sup>™</sup> Devices  
and Associated Development Tools*

**Mansfield, Texas, and San Jose, California, USA – July 23, 2007** – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it has signed a global distribution agreement with Cypress Semiconductor Corporation (NYSE:CY), a leading supplier of high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value.

Mouser will stock the Cypress family of PSoC<sup>®</sup> Programmable System-on-Chip<sup>™</sup> products and associated development tools. The PSoC mixed-signal arrays are programmable system-on-chips (SOCs) that integrate a microcontroller and the analog and digital components that typically surround it in an embedded system. A single PSoC device can integrate as many as 100 peripheral functions with a microcontroller – saving design time, board space, power consumption, and design cost.

“Mouser has shown fast growth with aggressive marketing and excellent customer service,” said Phil DeMarie, Cypress Vice President of Distribution Sales. “We are pleased to partner with Mouser as we reach a growing number of customers with our unique programmable solutions.”

“We’re pleased to offer Cypress Semiconductor’s highly-integrated programmable chip solutions and technology products to our engineering customers for their new design projects,” said Mike Scott, Mouser Vice President of Active Products. “We also look forward to penetrating new markets and gaining new customers for Cypress through our innovative marketing programs.”

According to Scott, the distribution agreement with Cypress is in keeping with Mouser’s unique business model of rapid introduction of the newest, most innovative products and the latest

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***The Newest Products For The Newest Designs***

technologies, further enhancing the distributor's time-to-market advantage for their design engineering customers.

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

As the fastest growing distributor in the electronics industry, Mouser is the only major distributor to publish a new 1,850+ page print catalog every 90 days. In addition, its daily updated website contains over 850,000 products available for easy online purchase 24 hours a day, provides more than 677,000 downloadable data sheets, and over 1.5 million cross-references.

### **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 850,000 products online from more than 330 manufacturers. Mouser's 1,850+ page print 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](http://www.mouser.com).

### **About Cypress**

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® Programmable System-on-Chip™, 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](http://www.cypress.com).

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