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## **CYPRESS NAMES VICE PRESIDENT OF SEGMENT SALES AND MARKETING**

### **Executive Is Charged With Extending Company's Penetration Of Key Communications Markets**

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SAN JOSE, California...April 28, 2000 -- Cypress Semiconductor Corporation (NYSE:CY) today announced the appointment of Ralph Schmitt as vice president of Segment Sales and Marketing, reporting to Dan McCranie, executive vice president marketing and sales.

Previously responsible for sales to Cypress key accounts, including large, networking- and telecommunications- focused companies such as Alcatel, Cisco, Ericsson, Lucent, Motorola, Nortel Networks, and 3Com, Schmitt will be charged with sharpening Cypress's focus on emerging applications in communications markets including wireless terminals, wireless infrastructure, wide area networks (WANs), and storage-area networks (SANs)--high-growth, high-margin markets in which Cypress has developed considerable process and technology expertise.

Cypress already derives approximately 70% of its revenues from communications-focused companies targeting bandwidth-hungry applications such as the next generation of switches and routers that move data on the Internet. Record levels of communications-focused new products have fueled Cypress's continuing penetration of these markets.

"New products and recent acquisitions have energized Cypress's efforts in the communications sector," Schmitt said. "Our challenge is to create the business processes and systems to support this effort as Cypress moves beyond the \$1 billion run rate and the pace of change continues to accelerate."

"Having created a blueprint for success at our largest accounts, Ralph Schmitt is the right person to move Cypress from a company focused on point products and product families to one focused on vertical communications end markets," EVP McCranie said. "Cypress needs to master this shift in order to continue to expand its large existing base of communications customers and to increase market share at those customers."

Graduating in 1982 with a bachelor's degree in Electrical Engineering from Rutgers University, Schmitt signed on as a computer system designer at Concurrent Computer, specializing in I/O architecture; becoming one of the early authorities on the SCSI standard. After obtaining a master's degree in communications systems architecture, Schmitt honed his communications applications skills at Hita America Corporation.

Cypress hired Schmitt in 1987 as its first strategic account manager; he was responsible for the company's relationship with AT&T. Schmitt left Cypress to run his own business, a value-added provider of silicon solutions to the OEM market where he partnered with such firms as Sun, Galileo, Micro Linear, and QED. He returned to Cypress in 1998 to launch the vertical-market-focused Segment Sales & Marketing organization.

"In targeting communications end markets, Cypress faces significant challenges," Schmitt said. "For example, we need to work with customers earlier in their design cycles and proactively define the next generation of Cypress new products and processes. We need to anticipate and solve our customers' design problems and provide them with comprehensive design solutions using both internal and external IP. We will also use our target market focus to drive our acquisition strategies. The end result will be a company better positioned to take market share in the highly competitive IC business and to maintain that share during any future downturns. And it's clear to me that Cypress has the right people, technology, and products to get the job done."

### **About Cypress**

Cypress Semiconductor provides high-performance integrated circuit solutions "By Engineers. For Engineers.™" for fast-growing companies in fast-growing markets, including data communications, telecommunications, computation, consumer products, and industrial-control. With a focus on

emerging communications applications, Cypress's product lines include networking-optimized and micropower static RAMs; high-bandwidth multiport and FIFO memories; high-density programmable logic devices; timing technology for PCs and other digital systems; and controllers for Universal Serial Bus (USB). Cypress is No. 1 in the USB and clock chip markets.

More than two-thirds of Cypress's sales come from fast-growing datacom/telecom markets and dynamic companies such as Alcatel, Cisco, Ericsson, Lucent, Motorola, Nortel Networks, and 3Com. Cypress's ability to mix and match its broad portfolio of intellectual property enables targeted, integrated solutions for high-speed systems that feed bandwidth-hungry Internet applications. Cypress aims to become the preferred silicon supplier for Internet switching systems and for every Internet data stream to pass through at least one Cypress IC.

Cypress employs more than 3,900 people worldwide with international headquarters in San Jose, California. Its shares are listed on the New York Stock Exchange under the symbol CY. More information about Cypress is accessible electronically on the company's worldwide web site at <http://www.cypress.com> or by CD-ROM (call 1-800-858-1810). An electronic investor forum, and other investor information, is located at <http://www.cypress.com/investor/index.html>.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements herein that are not historical facts are "forward-looking statements" involving risks and uncertainties. Please refer to Cypress's Securities and Exchange Commission filings for a discussion of such risks.