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For Immediate Release

CYPRESS APPOINTS SENIOR DIRECTOR OF CORPORATE MARKETING

***Veteran Cypress Marketing Manager Aims To Accelerate Penetration Of Communications Markets;
Develop Web-Based Systems to Facilitate Communications and E-Business With Strategic Customers***

SAN JOSE, California...September 1, 2000 – Cypress Semiconductor Corporation (NYSE:CY) today announced the appointment of Scott Harmel as senior director of corporate marketing, reporting to Ralph Schmitt, Cypress's vice president of marketing and sales.

Previously director of strategic marketing, Harmel is initially charged with sharpening Cypress's focus on emerging applications in communications markets, including wireless terminals, wireless infrastructure, wide area networks (WANs), and local area networks (LANs) – high-growth, high-margin market segments in which Cypress has developed considerable process and technology expertise. In addition, Harmel will drive corporate marketing, including the establishment of company-wide marketing specifications, procedures and business processes. He will facilitate the transition of marketing personnel of acquired companies into the Cypress system and lead the cross-functional development of business-to-business marketing and E-business systems via Web-based tools and interfaces.

"Cypress is moving quickly to provide the personnel and capabilities required to support its communications-focused end-market strategy," said Ralph Schmitt, Cypress's vice president of sales and marketing. "Scott Harmel's charter includes developing a team of end-market experts with the capacity to engage and support key communications customers early in the design cycle and provide innovative technology solutions, rather than just point products.

"Our choice to promote from within to fill this key position underscores our wealth of resources in communications end markets," continued Schmitt. "It also reflects our confidence that the Cypress culture is both self-sustaining and uniquely equipped to meet the challenges of fast-paced communications markets."

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"Cypress already derives more than two-thirds of its revenues from communications-focused companies, a significant shift from the Cypress of five years ago," Harmel said. "Our challenge is to take our business to the next level, expanding the product portfolios we offer our key customers and increasing our penetration of critical applications, such as cellular basestations, large data-storage installations and the next generation of switches and routers that move data on the Internet."

Having joined Cypress directly after receiving his BSEE from California Polytechnic University in 1990, Harmel has held positions in product marketing engineering, distribution, military sales, tactical marketing, and product management. His experience makes him uniquely qualified to define and implement unified, company-wide business and marketing strategies and practices designed to expand product portfolios and target specific applications and markets.

During his tenure as director of strategic marketing, Harmel advocated the development of portfolios over products with heavy customer involvement. He drove the definition of compelling reasons for customers to purchase Cypress solutions, positioning against competitors and taking advantage of market dynamics. Implementing these concepts enabled Cypress's Memory Products Division to create its micropower and synchronous memory product portfolios, and to triple its new product launches over the past three years.

"Scott Harmel has been a key player in defining the markets and trends that have resulted in the current Cypress boom in new communications products," said president and CEO T.J. Rodgers. "His fast climb through the Cypress management hierarchy is a testament both to his talent and to Cypress's ability to hire and retain the best and brightest and provide them with a growth path to senior management."

About Cypress Semiconductor

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 multi-port 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.

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More than two-thirds of Cypress's sales come from fast-growing communications 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 4,100 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>.

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