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For Immediate Release

Cypress MicroSystems Names VP of Marketing

Embedded Systems Industry Veteran Introduces PSoC™ Technology to the Marketplace

SAN JOSE, Calif., December 5, 2000 – In an effort to successfully launch its flagship product into the marketplace, Cypress MicroSystems, Inc., a startup funded by Cypress Semiconductor Corporation (NYSE:CY) today announced the appointment of Michael Polen as vice president of marketing. Polen reports directly to Cypress MicroSystems President and CEO Bob McConnell. Cypress MicroSystem's mission is to bring their new PSoC™ (Programmable System-on-a-Chip) technology to the embedded microcontroller industry.

Polen is responsible for all marketing functions, which he has broken down into three categories: product management, applications engineering and customer support, and sales channel support. Cypress MicroSystems, Inc. will take advantage of Cypress's extensive sales organization and distribution channels to market its product.

"My charter is to introduce PSoC technology to the marketplace," said Polen. "I plan to execute this by coordinating the marketing and merchandising necessary for the design engineering community to discover how useful this product will be in their work."

PSoC will change the way embedded controllers are selected and used in a wide variety of applications. The technology brings the first customer configurable, mixed mode, 8-bit microcontroller to the embedded community. Embedded designers will be able to create their own specific peripheral set, including embedded analog peripherals. All the peripherals may be interconnected to allow a full system-on-a-chip capability.

"Mike Polen's years of experience in the embedded microcontroller and development tool

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businesses will play an important role as we introduce our product to market," said McConnell. "He understands our customers' needs and the impact our new technology can make on those requirements. Customer satisfaction is essential with a startup."

Polen comes to Cypress MicroSystems with over 30 years of sales and marketing experience in high-technology industries. For the last 17 years, he has focused on the embedded processor marketplace, spanning microcontrollers from 4-bit to 32-bit, and hardware and software development tools. Polen's most recent position was director of marketing at Sharp Microelectronics of the Americas, where he was responsible for their programmable system products. Polen earned his B.S. in Electrical Engineering from California State University at Northridge.

About Cypress MicroSystems

Cypress MicroSystems designs, develops, manufactures and markets high-performance, field programmable integrated micro-based solutions for high-volume embedded control functions in computer, communications, consumer and control applications. Established as a subsidiary of Cypress Semiconductor Corporation in the fourth quarter of 1999, Cypress MicroSystems's stockholders are its employees and Cypress Semiconductor. The close association with Cypress Semiconductor allows access to their process and design technology, and field sales and applications forces. Cypress MicroSystems is based near Seattle in Woodinville, Washington.

The Cypress MicroSystems PSoC™ family of programmable system-on-a-chip devices will replace many MCU-based system boards with one single-chip, programmable PSoC. A single PSoC device provides a fast microcontroller, SONOS FLASH and SRAM memory, and configurable analog and digital peripheral blocks in a range of convenient pin outs and memory sizes. This new product family will bring the cost and time-to-market advantages of programmable technologies, such as CPLDs and FPGAs, to the emerging system-on-a-chip marketplace.

More information about Cypress MicroSystems and its products can be accessed electronically on its Web site at www.cypressmicro.com.

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"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, including by not limited to: the effect of global economic conditions, shifts in supply and demand, market acceptance, product development, and commercialization and technological difficulties. Please refer to Cypress Semiconductor's Securities and Exchange Commission filings for a discussion of such risks.

"PSoC" is a trademark of Cypress MicroSystems.