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**For Immediate Release****Cypress Hosts Silicon Valley WebGuild Meeting on July 11**

***Topic: "Strike Up the Brand - How to Design for Branding on the Web"***

***Speaker: Jared M. Spool***

***July 11, 2001, 7:00 p.m.***

***Registration and Networking Starts at 6:00 p.m.***

***Cypress Semiconductor Auditorium  
Building 3 (North Side)  
3939 North First Street  
San Jose, California***

SAN JOSE, Calif., July 5, 2001 – Cypress Semiconductor (NYSE: CY) today announced that it will host the Silicon Valley WebGuild meeting on July 11, which will feature Jared M. Spool's presentation titled "Strike Up the Brand - How to Design for Branding on the Web."

This presentation describes the most effective ways to strengthen a brand on the web. Recent studies show that traditional branding techniques, if implemented poorly, can actually hurt a brand. Spool discusses recent usability research by User Interface Engineering that uncovers some fascinating truths about how people perceive brands on the internet. He discusses:

- How "affinity branding" differs from "dispositional branding;"
- How "message branding" doesn't work, but "experience branding" does;
- How the user's experience dictates their perception of the site; and
- When to use "seducible moments" and how they can dramatically increase sales traffic.

Spool is a software developer and programmer. He founded User Interface Engineering in 1988, has over 15 years of experience conducting usability evaluations on a variety of products, and is an expert in low-fidelity prototyping techniques. Spool is on the faculty of the Tufts University Gordon Institute and teaches seminars on product usability. He is a member of the Special Interest Group on Computer-Human Interaction (SIGCHI), Usability Professionals Association, Association for Computing Machinery and IEEE.

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## **About Cypress**

Cypress Semiconductor is “Driving the Communications Revolution”™ by providing high-performance integrated circuit solutions to fast-growing markets, including data communications, telecommunications, computation, consumer products, and industrial control. With a focus on emerging communications applications, Cypress's product portfolios include high-speed data communications ICs; networking-optimized and micropower static RAMs; high-bandwidth multi-port and FIFO memories; high-density programmable logic devices; timing technology solutions; and controllers for Universal Serial Bus (USB).

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 4,700 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>.

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“Driving the Communications Revolution” is a trademark of Cypress Semiconductor.

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