MICROCHIP ANNOUNCES NEW 1.8-VOLT SERIAL EEPROM FAMILY
FOR PORTABLE AND HAND-HELD EMBEDDED CONTROL APPLICATIONS

CHANDLER, Ariz., November 9, 1992 -- Microchip Technology Inc. today introduced the 93AA46, the 93AA56 and the 93AA66, the first three members of a family of 1.8V Serial EEPROMs. The new super-low voltage products can be used through the entire operating life of two AA batteries and will be a valuable resource for many portable and hand-held battery-powered embedded control applications as well as for remote battery-operated monitoring devices.

"With either a NiCad or an alkaline battery, one-hundred percent of the usable power is technically consumed when the battery voltage drops to 0.9 volts," said Dick Fisher, Memory Applications Manager. "These new Serial EEPROMs can operate (both read and write) down to the cutoff voltage of two batteries, so they let the user get the most out of the batteries. Since the memory system will consume less power, you can have more devices attached to the batteries, you can add more user features, have longer product life, or reduce battery power--thus reducing system cost, size and weight."

Microchip pioneered the 93AA46, the 93AA56 and the 93AA66 to bring its users lower cost and greater portability with no reduction in product performance. These parts are the first of a whole family of 1.8V devices that Microchip will introduce in the months ahead. The next group to be introduced, the 24AA01, 24AA02, 24AA04, 24AA08 and 24AA16 devices, conform to the standard two-wire protocol and will be released in early 1993.

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ADD ONE/MICROCHIP TECHNOLOGY INC.
1.8-VOLT SERIAL EEPROM
"This is a Microchip first," said Fisher. "In the past, you had to use a regulated battery supply. These new EEPROMs extend system life by using less power. They will be useful for embedded control applications such as cellular phones, portable organizers, bar-code readers and portable inventory controls.

All of the new AA devices will meet Microchip's endurance and retention standards of 1 million erase/write cycles typical and 40 years data retention, and will be offered in the same small footprint, space saving, SOIC and DIP packaging.

Thomas J. Tyson, Director of Memory Marketing, said that the timing of the 93AA46, the 93AA56 and the 93AA66 is ideal because more and more embedded control applications are moving toward portable and hand-held applications.

"The user needs to accomplish sophisticated tasks while keeping power levels at a minimum," Tyson noted. "As low voltage applications continue to grow, portability and reduction in size and weight and power sourcing without regulation are becoming increasingly important. Now Microchip has the technology and product solutions to fulfill customer demands."

100-piece pricing for the three new 1.8V Serial EEPROM devices now in production is as follows:

<table>
<thead>
<tr>
<th>Device</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>93AA46</td>
<td>$1.35</td>
</tr>
<tr>
<td>93AA56</td>
<td>$1.95</td>
</tr>
<tr>
<td>93AA66</td>
<td>$2.78</td>
</tr>
</tbody>
</table>

Microchip offers a spectrum of Serial EEPROMs, Parallel EEPROMs and EPROMs. These products come in a broad array of operating voltage ranges and surface mount and DIP packaging options.

Microchip Technology Inc. is a privately held semiconductor company based in the Phoenix suburb of Chandler, Arizona, where it operates a 0.9 micron wafer fabrication line, technology research and development, product development and corporate operations and administration. It also has a wholly owned assembly and test facility in Kaohsiung, Taiwan, as well as sales offices in Asia, Europe, Japan and North America.

ADD TWO/MICROCHIP TECHNOLOGY INC. 1.8-VOLT SERIAL EEPROM

Fast-growing Microchip is a worldwide leader in the design, manufacture and marketing of user-programmable embedded control solutions. These include high performance, low voltage, small footprint Serial EEPROMs as well as highly integrated CMOS 8-bit RISC microcontrollers featuring the industry's most economical OTP (One-Time-Programmable)
capability in microcontrollers. Microchip addresses the growing need for innovative embedded control applications in the automotive, consumer, computer and telecommunications industries with products that offer the integrated functionality and ease of development so essential to timely and cost effective product development by its customers.

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CUTLINE FOR PHOTO:
Microchip's new 1.8V Serial EEPROMs read and write at 1.8 volts and can be used with two AA 1.5V batteries.