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For Immediate Release

David Gottfried Invites Cypress Envirosystems to Join U.S. Regenerative Network—an Exclusive Consortium of Leading Green Building Companies

Cypress Envirosystems Teams Up with the U.S. Regenerative Network to Foster the Adoption of Cutting-Edge Sustainable Building Solutions

SAN JOSE, Calif., November 15, 2010 – Cypress Envirosystems, a subsidiary of Cypress Semiconductor Corp. (Nasdaq:CY), today announced its membership in the U.S. Regenerative Network, a consortium of leading green building product manufacturers and service providers. Cypress Envirosystems was invited to join the U.S. Regenerative Network by its CEO David Gottfried, who is also the founder of the U.S. Green Building Council (USGBC). Together, the Network members offer a comprehensive portfolio of cutting-edge sustainable solutions for building and retrofitting new and existing buildings—Cypress Envirosystems’ solutions help complete the portfolio for retrofitting existing buildings.

U.S. Regenerative Network member companies are dedicated to sustainable development and deployment of innovative green solutions for the commercial building market. “Our objective is to identify and foster leading companies that are bringing the most innovative sustainable solutions to market,” said Gottfried. “Cypress Envirosystems was invited to join the Network because they make retrofitting HVAC controls affordable. They are an example of how innovative companies can radically transform established markets and make it financially compelling for the mass market to adopt green technologies.”

“We are excited to work with David Gottfried and the 25 other companies in the U.S. Regenerative Network,” said Harry Sim, CEO of Cypress Envirosystems. “His idea of bringing together a full portfolio of the best green building solutions will set the standard and stimulate the adoption of new sustainable solutions in the building market.”

Cypress Envirosystems brings to the U.S. Regenerative Network the Wireless Pneumatic Thermostat (WPT), the Wireless Steam Trap Monitor (WSTM) and other solutions used in existing facilities to reduce HVAC and steam energy use.

The U.S. Regenerative Network brings members that offer sustainable solutions together with affiliates that are seeking the best options in the market for greening facilities. Members include Autodesk, Armstrong, Carrier, Scientific Conservation, Sloan, SunPower, and other innovative firms. Affiliates include AECOM, Hines, Google, Walmart, and other progressive designer, construction and real estate portfolio organizations. In addition to facilitating the introduction of advanced technologies to specifiers and buyers, the Network counsels members on measuring and continuously improving their companies to drive market change towards sustainability. “As we continue to grow, the knowledge we gain from the Network will help us to keep developing innovative solutions and ensure that we become a leading company in terms of environmental impact,” said David Roberts, Director of Marketing for Cypress Envirosystems.

The Network will be on display at this week’s Greenbuild conference in Chicago. Member companies will be recognizable by the presence of the U.S. Regenerative Network logo in their booths and their inclusion in the Network passport that will be distributed at the show. David Gottfried will be signing his new memoir, *Greening My Life*, in members’ booths as well. Cypress Envirosystems will be in booth 2691. They will hold a press conference in room 473 on Tuesday, November 16 at 11am. Also at Greenbuild, on Thursday, November 18, Harry Sim will be speaking on a cleantech panel with David Gottfried at 12:30 p.m. and presenting *Teaching Existing Buildings New Tricks* at 4 p.m.

About the Cypress Envirosystems Wireless Pneumatic Thermostat (WPT)

Cypress Envirosystems’ patent pending WPT solution retrofits existing pneumatic thermostats to deliver direct digital control (DDC) functionality in minutes. Compared with the cost to implement conventional DDC retrofit, the WPT costs 80% less, pays back in 18 months or shorter, and can be installed in under 20 minutes with minimal disruption of occupants. It enables remote temperature sensing and control of setpoints, programmable zone control and night setback, automatic self-calibration, BACnet integration with existing automation systems, and communication with utility Demand Response programs. Sensor data gathered by the WPT is used for retro and ongoing commissioning to save energy and reduce maintenance costs. The WPT was first introduced in 2008, and is now used in over 150 sites across North

America including Fortune 500 office buildings, hospitals, universities, K-12 schools, and government buildings. Kaiser Permanente, Santa Clara County Government, Western Michigan University, and the LA Chamber of Commerce are among the many customers.

About Cypress EnviroSystems, Inc.

Cypress EnviroSystems is a subsidiary of Cypress Semiconductor (Nasdaq: CY). Its mission is to save energy and improve productivity in existing plants and buildings, using state-of-the-art non-invasive and wireless technologies to minimize disruption and cost, delivering payback of 18 months or less. Visit Cypress EnviroSystems at www.CypressEnviroSystems.com.

About the U.S. Regenerative Network

The U.S. Regenerative Network is a business consortium dedicated to increasing its members' triple-bottom-line profitability. It identifies leading green building product manufacturers and service providers (Network Members) and unites them with qualified buyers and leading industry architect, engineering and construction companies and real estate professionals (Network Affiliates). Access to the network is by invitation only. Network staff and knowledge experts (Network Experts) facilitate this collaboration, exchange, and commercial engagement. The result is a dynamic forum to develop and share sustainability strategies and best practice, review new technologies and cutting edge products, and incubate strategic relationships. The U.S. Regenerative Network is led by its founder and CEO, David Gottfried. David is a pioneer in the green building industry. He is the Founder of the U.S. Green Building Council, which represents roughly 20,000 leading organizations in the building field, and the Founder of the World Green Building Council, with councils in 80 countries. Regenerative Ventures, a company owned and led by David Gottfried, incubated the U.S. Regenerative Network and is now launching the Regenerative Marketplace.

About Cypress

Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the flagship PSoC® programmable system-on-chip families and derivatives such as PowerPSoC® solutions for high-voltage and LED lighting applications, CapSense® touch sensing and TrueTouch™ solutions for touchscreens. Cypress is the world leader in USB controllers, including the high-performance West Bridge® solution that enhances connectivity and performance in multimedia handsets. Cypress is also a leader in high-performance

memories and programmable timing devices. Cypress serves numerous markets including consumer, mobile handsets, computation, data communications, automotive, industrial and military. Cypress trades on the NASDAQ Global Select Market under the ticker symbol CY. Visit Cypress online at www.cypress.com.

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