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**For Immediate Release**

**Cypress EnviroSystems is Finalist for *EE Times* ACE Award “Startup of the Year”**

*Cypress Semiconductor Corp. Subsidiary Selected  
For Excellence in Business and Technology Development*

SAN JOSE, Calif., March 3, 2009 - Cypress EnviroSystems, a subsidiary of Cypress Semiconductor Corp. (NYSE:CY), today announced it is a finalist in TechInsight's *EE Times* fifth Annual Creativity in Electronics (ACE) Awards for “Startup of the Year.” Startup of the Year finalists are selected for “excellence in business development and/or technology development processes with the potential to become a technical or market leader in the global electronics industry.”

EE Times ACE Awards are presented in 20 categories and are judged by a blue-ribbon panel of industry experts, comprised of the leading voices of academia, industry and Wall Street executives. The judges will choose winners in all of the nomination-based categories.

Cypress EnviroSystems' control and monitoring solutions enable older buildings and manufacturing sites to adopt the latest automation technologies at an affordable cost, and with minimal disruption to existing occupants, processes and staff. The products require minutes to install and typically provide payback within 12 months. The solutions include the Wireless Pneumatic Thermostat, Wireless Steam Trap Monitor, Wireless Gauge Reader, Wireless Transducer Reader and Wireless Battery Monitor.

“Our innovative energy-saving and productivity enhancing solutions are quickly gaining momentum, and we thank EE Times for recognizing us as an ACE Award finalist,” said Harry Sim, CEO of Cypress EnviroSystems. “The current economic challenges facing businesses worldwide are generating increased focus on improving efficiency in existing facilities. Cypress EnviroSystems is helping customers streamline operations and reduce costs with fast return-on-investment.”

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“This year’s ACE Awards finalists mark a shift in the industry, as the electronics industry becomes more focused on creating technologies attractive to consumers – from educational toys, to microphones, cell phones and light sensors,” said Junko Yoshida, editor in chief, EE Times. “The 2009 finalists represent the execution of forward-thinking technologies and creativity that captures the imagination of consumers, illustrating the influence that electronics and embedded design professionals have on today’s culture.”

The EE Times Annual Creativity in Electronics (ACE) Awards celebrate the creators of technology who demonstrate leadership and innovation in the global industry and shape the world we live in. These creators, and their innovations, will be recognized at the EE Times ACE Awards Presentation on March 31, 2009, as part of TechInsight’s Embedded Systems Conference Silicon Valley, the largest electronic systems design event in North America. More information is available at [www.eetimes-ace.com](http://www.eetimes-ace.com).

Cypress EnviroSystems solutions employ Cypress Semiconductor Corp. products, including 2.4-GHz wireless radios and intelligent PSoC programmable system-on-chip. Cypress is an industry leader in low-power, energy-efficient products.

### **About TechInsights**

TechInsights is the global leader in media, marketing, and professional services for the electronics industry. We deliver results for the “Creators of Technology” – those key influencers and decision makers involved in the definition, development, protection, and commercialization of technology and related intellectual property. More than 1.1 million engineering professionals engage with our online brands – EE Times, TechOnline, DesignLines, and Embedded.com - monthly across Europe, India, Japan, Taiwan, mainland China and North America. As well, the technology community comes to our face-to-face events – the Embedded Systems Conferences and Intellectual Property Symposia – to share, learn, discuss, and advance the critical issues and challenges facing the electronics industry. Finally, for those clients with a specific technology, or intellectual property objective we engage on a custom basis through our TechInsights Professional Services team – Portelligent, Sanguine Microelectronics, and Semiconductor Insights. For more information, visit [www.techinsights.com](http://www.techinsights.com).

### **About Cypress EnviroSystems Corporation**

Cypress EnviroSystems is a subsidiary of Cypress Semiconductor (NYSE: CY). Its mission is to

save energy and improve productivity in older plants and buildings, using state-of-the-art non-invasive and wireless technologies to minimize disruption and cost, delivering payback of 12 months or less. More information is available at: [www.CypressEnvirosystems.com](http://www.CypressEnvirosystems.com).

### **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 PSoC® programmable system-on-chip, USB controllers, general-purpose programmable clocks and memories. Cypress also offers wired and wireless connectivity technologies ranging from its CyFi™ Low-Power RF solution, to West Bridge® and EZ-USB® FX2LP controllers that enhance connectivity and performance in multimedia handsets. Cypress serves numerous markets including consumer, computation, data communications, automotive, and industrial. Cypress trades on the NYSE under the ticker symbol CY. Visit Cypress online at [www.cypress.com](http://www.cypress.com).

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