

CYPRESS EXPANDS FIELD-PROGRAMMABLE TIMING GENERATOR SUPPORT

\$199 Programmer, Gang Programming Support Available to Speed Custom-Frequency Designs

SAN JOSE, Calif., November 8, 1999 -- Cypress Semiconductor Corp. (NYSE:CY) today announced that, along with its distributor partners, it is offering a \$199 programmer for its patented Field-Programmable Frequency Timing Generators™. The programmer, which comes with a complete support kit (part number CY3670), enables designers to specify and program custom-frequency timing generators in less than thirty minutes. Mass programming support is also available to enable customers to move into production immediately. This contrasts with designers waiting weeks for mask layers to be customized, or months for custom crystal or metal-can oscillators.

Cypress's patented EPROM-programmable timing solutions allow designers to immediately configure the frequency for up to four independent frequency sources (three PLLs and one reference). For applications without established frequency standards, the devices allow designers to quickly calculate and implement custom frequencies, dramatically speeding time to market. They have applications in PCs and peripherals; disk, tape, and CD-ROM drives; digital video disks (DVDs); video CD players; video games; cable and ADSL modems; and other digital systems.

"We have shipped millions of factory-programmed frequency generators to a wide variety of accounts," said Cypress's executive vice president of marketing and sales, Dan McCranie. "Inexpensive programmers and mass programming support allow our customers to further speed time to market for their products. This gives us a formidable competitive advantage over other solutions."

Cypress offers the CyClocks™ software to configure the frequency generators. This easy to use programming tool runs on a personal computer and generates configuration files for Cypress's new FTG Programmer, as well as programmers from BP Micro, Data I/O and other vendors. CyClocks is available free and can be downloaded from Cypress's worldwide web site.

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Unlike existing clock generators, which offer only one or two clock sources and come preconfigured from the factory, Cypress's programmable offerings feature three PLLs (phase-locked loops) that the designer can quickly configure to suit any application. The clock generators also have custom suspend and shutdown options which allow the user to activate and deactivate selected resources, or the entire chip, at will -- especially significant for portable and low-power applications. The devices can be programmed for either 5V or 3.3V operation (selectable during configuration). Cypress has patented intellectual property that enables frequency field programmability.

No.1 in Timing Technology

With the recent acquisition of IC WORKS, Cypress has staked claim to the No.1 position in the frequency timing generator market. In addition to the industry's first field-programmable products, Cypress offers a broad line clock generators for PCs, zero-delay buffers, and the PREMIS™ family of EMI-reduction devices.

Price and Availability

Cypress's \$199 programmer is available today through its web site at www.cypress.com. Mass programming support is available through BP Microsystems and Data I/O systems.

About Cypress

Cypress Semiconductor provides high-performance integrated circuit solutions "By Engineers. For Engineers™." for fast-growing companies in fast-growing markets, including data communications, telecommunications, computation, consumer products, and industrial-control. With a focus on emerging communications applications, Cypress's product lines include networking-optimized and micropower static RAMs; high-bandwidth multi-port and FIFO memories; high-density programmable logic devices; timing technology for PCs and other digital systems; and controllers for Universal Serial Bus (USB). Cypress is No. 1 in the USB and clock chip markets.

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More than two-thirds of Cypress's sales come from fast-growing datacom/telecom markets and dynamic companies such as Lucent, Cisco, 3Com, Alcatel, Motorola, Ericsson, and Northern Telecom. 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 3,500 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> or by CD-ROM (call 1-800-858-1810). An electronic investor forum, and other investor information, is located at <http://www.cypress.com/investor/index.html>.

"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. Please refer to Cypress's Securities and Exchange Commission filings for a discussion of such risks.

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Field-Programmable Frequency Timing Generators, CyClocks, and PREMIS are trademarks of Cypress Semiconductor Corp.