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## **TI intensifies focus on analog with new strategic business unit**

### **Steve Anderson named senior vice president and worldwide manager of Power Management**

DALLAS (July 1, 2008) -- Texas Instruments Incorporated (TI) (NYSE: TXN) today announced that Steve Anderson has been appointed to a senior vice president position, leading the company's new Power Management strategic business unit. The new Power Management organization is part of TI's analog business strategy to better focus on solving customers' analog, power management and energy efficiency design challenges.

Anderson now reports to Gregg Lowe, senior vice president for TI's Analog business unit. Bringing more than 19 years of experience in the power supply industry, Anderson has had several leadership positions, most recently leading TI's System Power Management business in High-Performance Analog. He came to TI in 1999 as part of the company's acquisition of Power Trends, a Chicago-based power module provider, which Anderson joined in 1989. He holds a Bachelor of Science degree from Drake University and is a Certified Public Accountant.

TI has consolidated its analog power product lines into a single Power Management strategic business unit to place it alongside TI's High-Performance Analog and High-Volume Analog and Logic businesses. The three businesses will apply their unique customer and technology resources to provide power architecture, signal chain and application-specific solutions, respectively.

"By establishing three dedicated analog businesses, we further strengthen our ability to provide solutions for our customers and become an even more valued analog supplier to them," said Gregg Lowe, senior vice president for TI's Analog business unit. "In his new role, Steve will provide strategic leadership to take advantage of our technical expertise and customer relationships to meet the demanding power management challenges facing system manufacturers worldwide."

### **Industry-leading power management portfolio**

Several semiconductor industry analyst firms, such as iSuppli and Databeans, rank TI as the top worldwide supplier of power management integrated circuits in the industry with approximately 15 percent market share. Databeans forecasts that the power management industry will continue to increase in importance, with a compound annual growth rate of approximately 15 percent over the next 5 years.

TI is focused on meeting the power design needs of its customers through innovative products, easy-to-use design tools and local technical support. TI uses its application knowledge and high-performance analog manufacturing capabilities to provide standard "off-the-shelf" and integrated, application-specific power management solutions for any portable or line-powered power design challenge - from cell phones and portable medical equipment to telecom, industrial and computing applications. For more information about TI's complete power management portfolio, visit [power.ti.com](http://power.ti.com).

### **About TI's Analog business**

TI's comprehensive analog semiconductor portfolio delivers the key elements - performance, power, size, value - that enable customers to develop innovative, market-leading end-equipment designs. With insight into customers' applications and the industry's strongest analog support system, TI helps customers of all sizes make the most of their designs, quickly and easily. TI offers a complete portfolio of high-performance analog signal chain and power management devices, as well as custom, application-specific analog products aimed at high-volume designs.