



## TI Promotes Dave Heacock to Head High-Volume Analog and Logic Unit

Long-Time Leader C.S. Lee Leaving for Health Reasons

DALLAS (March 26, 2007) – Texas Instruments (TI) (NYSE: TXN) today said that C.S. Lee, senior vice president and head of TI's high-volume analog and logic operation, will take medical leave immediately due to a heart condition. As his successor, TI promoted Dave Heacock to senior vice president and leader of this unit, which develops analog and mixed-signal chips for high-volume applications such as digital cameras, printers, hard disk drives and automobiles. The unit also produces standard logic devices.

Lee, 52, is a 29-year TI veteran who spent most of his career in analog. He developed keen insights into what customers want and how TI's technology can best meet their needs. "I understand where analog and mixed-signal technology can take Texas Instruments in the future," he said, "and I am proud to have had a part in designing the strategy. I look forward to the great things that Dave and the team will accomplish for the company and for our customers."

About C.S., TI's president and chief executive officer, Rich Templeton, said: "As one of the early analog pioneers at TI, C.S. was key in establishing TI as an analog leader. His fierce dedication to providing customers with the best we could offer raised the performance bar and delivered excellent financial results. As a senior manager, C.S. has been a role model in attracting and developing new generations of analog talent. While we will miss his leadership and insightful humor, we care most about his health and want the best for him."

Since 2001, Heacock, 46, has led TI's portable power management operations, part of the company's high-performance analog unit. He has a strong track record of focusing on customers, delivering leadership products and leading a team of talented analog engineers. Heacock has more than 18 years of experience in analog. He joined Benchmarq Microelectronics in 1990, which was acquired in 1998 by Unitrode, a specialist in power management that was acquired by TI in 1999.

"Dave is an experienced leader of a high-profile operation. His guidance helped TI to become the #1 supplier of power management products in 2006. He understands that growing a business means first delivering products that customers need, when they need them," said Gregg Lowe, manager of TI's analog operation. Both will work an effective transition in leadership for customers and employees.

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### About TI

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company includes the Education Technology business. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at [www.ti.com](http://www.ti.com).