



June 26, 2008

TI to host conference call on enhanced financial reporting structure

- Structure previewed at May financial analyst meeting
- Call designed to help analysts populate their financial models

DALLAS (June 26, 2008) – Texas Instruments Incorporated (TI) (NYSE: TXN) will host a conference call with analysts on Tuesday, July 1, at 10 a.m. Central time to discuss an enhanced financial reporting structure. The new structure – including analog, embedded processing and wireless handsets – was previewed at the company’s financial analyst meeting in May. TI plans to transition its segment reporting to this structure over time. The purpose of the call is to assist analysts in populating their financial models during the transition period by explaining the product categories and providing historical revenue data for each. Since the call will be held during TI’s quiet period, only historical revenue data will be discussed.

The conference call will be broadcast live on the web. You may access the webcast on the Investor Relations section of the company’s website at www.ti.com/ir. An archived copy of the webcast will be available shortly after the call concludes.

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About Texas Instruments

Texas Instruments (NYSE: TXN) helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through manufacturing, design and sales operations in more than 25 countries. For more information, go to www.ti.com.