



May 15, 2008

## **TI names Andreas Koller vice president, manager Americas Sales and Applications**

DALLAS (May 15, 2008) – Texas Instruments Incorporated (TI) (NYSE: TXN) announced today Andreas Koller has been elected TI vice president and manager, Americas Sales and Applications.

In this role, Koller leads the team charged with understanding the very core of TI customers' businesses in Canada, the United States, Mexico and South America. Additionally, he is responsible for helping to create solutions and build long-lasting business relationships that help TI customers succeed in their markets. Koller joined the company 12 years ago and has worked in the sales organization with assignments in Italy, France, Sweden and Germany.

“Andreas’ experience in sales and marketing is strong and varied,” said John Szczsponik, TI senior vice president. “Because of his extensive experience and deep understanding of customers’ needs, I am confident Andreas will play a vital role in TI’s commitment to working with customers in helping them solve their problems.”

Koller holds two masters’ degrees in electrical engineering and industrial engineering from the University of Applied Sciences and the University of Munich.

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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](http://www.ti.com).

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