



TI Promotes Two Analog Executives to New Leadership Roles

Senior Vice President Gregg Lowe Will Lead TI's Overall Analog Strategy, and Art George Succeeds Lowe as Senior Vice President Responsible for High Performance Analog

DALLAS (April 25, 2006) -- Texas Instruments Incorporated (TI) [NYSE: TXN] announced today that Gregg Lowe will be promoted to a new senior vice president position to lead the company's entire analog business unit, which includes both High Performance Analog (HPA) and High Volume Analog and Logic (HVAL). In addition, TI named Arthur L. George to succeed Lowe as senior vice president and general manager of its High Performance Analog business unit. George joins Lowe and Chung-Shing (C.S.) Lee, senior vice president of the company's High Volume Analog and Logic business unit, on TI's strategy leadership team.

"TI has done what it takes to develop a strong position in both high performance and application specific analog, a combination that is unique in the industry," said Rich Templeton, TI president and chief executive officer. "In his new role, Gregg will provide an even sharper focus on both of these strategically important business units of TI to take advantage of the strengths that can serve customers better, enhance the company's analog portfolio, complement TI's overall semiconductor product line and accelerate revenue growth," Templeton said. "Likewise, Art's leadership will help TI continue to raise the bar for high performance analog products and service."

Since beginning his career with TI's semiconductor business in 1984, Lowe has held a number of positions in engineering, sales and management in the United States and Europe. Responsibilities have included management of TI's European automotive sales team, worldwide microcontroller business and worldwide ASIC business. He has held management roles in the High Performance Analog business for five years and was named senior vice president over the business unit in March 2002. Lowe earned a bachelor's degree in electrical engineering from the Rose Hulman Institute of Technology and is a graduate of the Stanford University Executive Program.

George has made significant contributions to TI's worldwide analog and logic business units during his 22-year career with the company. He has managed or taken part in the development of more than 800 integrated circuits. Additionally, he was involved in two key high-performance analog acquisitions, Burr-Brown Corporation and Chipcon AS. Prior to his promotion to senior vice president, George served as vice president and manager of TI's High Performance Linear business unit, which provides amplifier and interface products for a wide range of markets. George earned a bachelor's degree in electrical engineering from Southern University in Baton Rouge, La., and a master's degree in engineering management from Southern Methodist University in Dallas.

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About Texas Instruments

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company's businesses include Sensors & Controls, and Education Technology.

TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

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