



April 30, 2007

Texas Instruments Names Larry Tan as President of Asia Operations

SHANGHAI (April 30, 2007) – Texas Instruments (NYSE: TXN) today announced that Larry Tan has been named President of TI's operations in Asia. He assumes the top management position in Asia in addition to his current responsibilities for sales and marketing in the region. In this role, Tan will oversee three manufacturing facilities, one R&D center, two wireless support centers, six field applications engineering centers, and 19 sales and marketing offices.

Tan, 49, is a 28-year TI veteran whose experience includes manufacturing, marketing and sales. For the past 14 years Tan has led TI's Asia sales and marketing organization, during which time TI's sales in Asia increased more than 10X.

"Larry is a proven leader, able to set direction and execute successful strategies. He knows our customers well and is focused on making them successful," said Richard Templeton, TI's president and CEO.

Tan succeeds Terry Cheng, 55, who has decided to leave TI in June to pursue long-held outside interests. He leaves in place a strong, experienced team, having worked closely with Tan over the past ten years to increase TI's focus on customers and grow sales in the region. Tan and Cheng will work together over the next two months to ensure a smooth transition for customers, suppliers and employees.

Cheng joined TI in 1997 and has been instrumental in TI's success in Asia. Commissioned by the China Ministry of Information Industry in 2002, Cheng was instrumental in establishing a foreign invested share company in Shanghai dedicated to the development of the Time Division Synchronous Code Division Multiple Access (TDSCDMA) wireless standard. Under his leadership TI formed two joint end-equipment design centers in China, partnering with China's leading electronics manufacturers.

"Terry built an outstanding operation in Asia and was instrumental in TI's growth in China. His leadership transformed TI's presence in Asia and changed the way we approached business in the region. He leaves a legacy of leadership and growth," Templeton said.

#

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 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.

Trademarks

All registered trademarks and other trademarks belong to their respective owners.