



Cypress Names Arrow Global Distribution Partner of the Year

August 9, 2018

Selected for Excellence in Customer Expansion, Demand Creation and Asset Management

SAN JOSE, Calif.--(BUSINESS WIRE)--Aug. 9, 2018-- Cypress Semiconductor Corp. (NASDAQ: CY), the embedded solutions leader, today announced that it has named global technology solutions provider Arrow Electronics, Inc. as its global distribution partner of the year for 2017. Cypress selected Arrow based on its successful execution of demand creation initiatives that have significantly expanded Cypress' customer base and its execution of several marketing platforms, including supporting Cypress' corporate branding campaign.

Arrow received a commemorative award in each geography recognizing the achievement.

"Our distribution partners play a critical role in Cypress' corporate strategy to sell solutions into markets growing faster than the overall semiconductor industry," said Kamal Haddad, vice president of distribution sales at Cypress. "Distribution delivered more than 70 percent of Cypress' revenue in 2017, and Arrow was our leading partner worldwide. Their efforts in growing our customer base have helped bring our world-class connect, compute and store solutions to a wide range of applications and supported our 20% year-on-year growth overall."

About Arrow Electronics

Arrow Electronics is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 125,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 465 locations serving over 90 countries. Learn more at fiveyearsout.com.

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About Cypress

Cypress is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products. Cypress' microcontrollers, analog ICs, wireless and USB-based connectivity solutions and reliable, high-performance memories help engineers design differentiated products and get them to market first. Cypress is committed to providing customers with the best support and development resources on the planet enabling them to disrupt markets by creating new product categories in record time. To learn more, go to www.cypress.com.

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Cypress PR
Samer Bahou, 408-232-4552
samer.bahou@cypress.com