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Cypress Launches The Negotiator-Pro Platform To Build its Negotiations and Sales Development Efforts

SAN JOSE, Calif.--(BUSINESS WIRE)-- Cypress Semiconductor Corp. (Nasdaq: CY) today announced that it has launched the Negotiator-Pro platform to build its corporate-wide negotiations capabilities in all facets of its operations—from planning and executing mergers and acquisitions to improving the negotiations skills of product, sales and engineering teams. The state-of-the-art platform operates within the cloud and includes a complete project management system with team building and training, preparation, execution, collaboration and debriefing functionality. The platform's intuitive design enables corporate planners and project managers to analyze and manage multiple negotiations in real-time, with tools that define and assign project roles and responsibilities. It also offers organization documentation to preserve transactional history and assist with regulatory compliance.

Negotiator-Pro is the creation of Jim Camp and his team at the Camp Negotiation Institute. Camp and his team have consulted with Cypress, multi-national corporations and even the FBI Hostage Crisis Negotiation Training Unit to optimize negotiation outcomes. His negotiation outcomes have yielded success valued in the \$100 millions.

"Salespeople, and other corporate negotiators, are typically trained to seek out so-called win-win outcomes—which in reality never provide maximum return or successful long-term agreements," said Cypress President and CEO T.J. Rodgers. "The Negotiator-Pro platform realigns our thinking and transitions the approach of our teams from defense to a strong offense, producing agreements that grow business relationships. It provides a clear methodology to calculate the value of products and business transactions and provides solid and consistent negotiation coaching."

"We are pleased to expand our collaboration with Cypress with the Negotiator-Pro platform," Jim Camp said. "With customized training and industry leading content—and its compatibility with both fast-growing mobile platforms such as iPhones and iPads and broadly accepted CRMs—Negotiator-Pro is the first platform of its kind to achieve training, project management, team collaboration and *coaching automation*, that is, the ability to improve negotiating skills on the fly without the time and travel investment frequently required by one-to-one coaching meetings and training seminars."

About Cypress

Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the flagship PSoC[®] 1, PSoC 3, PSoC 4, and PSoC 5LP programmable system-on-chip families. Cypress is the world leader in capacitive user interface solutions including CapSense[®] touch sensing, TrueTouch[®] touchscreens, and trackpad solutions for notebook PCs and peripherals. Cypress is a world leader in USB controllers, which enhance connectivity and performance in a wide range of consumer and industrial products. Cypress is also the world leader in SRAM and nonvolatile RAM memories. Cypress serves numerous major markets, including consumer, mobile handsets, computation, data communications, automotive, industrial, and military. Cypress trades on the NASDAQ Global Select Market under the ticker symbol CY. Visit Cypress online at www.cypress.com.

About Negotiator-Pro

Founded in 1987 by Jim Camp, the Camp Insight System of Negotiation and Sales delivered by Negotiator-Pro was born out of 26 years of training and then coaching corporations, and the public, in billions of dollars in negotiations. Negotiator-Pro is the result of 26 years of evolution in the world of negotiations. Negotiator-Pro will soon be translated from English into Arabic, Chinese, Russian, and Spanish. Jim Camp is the author of the best-selling books *Start with No[®]* and *No: the Only System of Negotiation You Need for Work and Home*. His insight negotiation system has been featured in *The Wall Street Journal*, *Fortune* and the *Harvard Business Review*. The Negotiator-Pro website is <http://www.negotiator-pro.com>.

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