Cypress CTO Cathal Phelan to Deliver Keynote Address at NoTA Conference on September 30 at Cypress Headquarters in San Jose
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Speech to Focus on Benefits of Modular Architectures in Mobile Platforms

SAN JOSE, Calif., September 28, 2009 – Cypress Semiconductor Corp. (NYSE: CY) today announced that Cathal Phelan, Cypress's Chief Technical Officer, will deliver a keynote address at the second annual NoTA (Network on Terminal Architecture) Conference. The speech will take place on September 30 at 11:00 a.m. at Cypress's headquarters at 198 Champion Court in San Jose.

Phelan's speech will explore the benefits of modular architectures using specific examples such as user interface and peripheral control modules. He will show how implementing a modular approach shortens time to market, adds integration flexibility to enable broad product portfolios, and optimizes performance.

The NoTA Conference will be held September 30 through October 1 at Cypress headquarters in San Jose. It will include presentations, group discussions and demonstrations of new technologies. More information on the conference, including registration details, is available at http://www.vtt.fi/proj/notaconference2009/index.jsp?lang=en.

About NoTA
NoTA is an open architecture initiative designed to develop a unified way to integrate, communicate and define module interfaces in embedded devices. This enables different developers to independently innovate, develop, optimize and verify modules that are interoperable. The model resembles the logic behind Internet protocols. The result is a platform that fosters new independent innovations.

About the West Bridge Family
Devices in Cypress's West Bridge family of peripheral controllers function as a companion chip to an embedded central processing unit (CPU) to free it from data-intensive operations. In the same way the North Bridge and South Bridge were introduced in the PC architecture to enable the main CPU to evolve independently from quickly changing memory and peripheral interfaces, embedded systems are evolving towards a similar architecture, where a West Bridge device manages the interfaces and offloads from the main CPU specific peripheral-to-peripheral traffic. More information is available at www.cypress.com/go/westbridge.

About TrueTouch™
The PSoC®-based TrueTouch solution employs proven Cypress capacitive sensing technology that has replaced over 3.5B mechanical buttons. TrueTouch solutions are targeted at consumer applications that require very low power, superior noise immunity, and tiny package options. TrueTouch programmability allows customers to build custom solutions that meet unique user interface requirements, including gesture-based functions. The solution works with various industrial materials such as glass and plastics, giving customers maximum flexibility to create sleek industrial designs. It also operates flawlessly in noisy environments with interference from RF and LCD noise sources.

Cypress's TrueTouch touchscreen solution is based on projected capacitive touchscreen technology, offering numerous benefits over resistive touchscreens. These advantages include optical clarity, durability, reliability and cost-effective implementation of multi-touch features. More information about the TrueTouch solution is available at www.cypress.com/go/TrueTouch.

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 PSoC® programmable system-on-chip, USB controllers, general-purpose programmable clocks and memories. Cypress also offers wired and wireless connectivity technologies ranging from its CyFi™ Low-Power RF solution, to West Bridge® and EZ-USB® FX2LP controllers that enhance connectivity and performance in multimedia handsets. Cypress serves numerous markets including consumer, computation, data communications, automotive, and industrial. Cypress trades on the NYSE under the ticker symbol CY. Visit Cypress online at www.cypress.com.

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