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Press Release

SOURCE: Cypress Semiconductor

Cypress to Host Silicon Valley WebGuild Meeting

SAN JOSE, Calif.--(BUSINESS WIRE)--March 12, 2002--Cypress Semiconductor Corporation (NYSE:[CY](#) - [news](#))

Topic: "Creating Successful Business Models for the 21st Century"

Speaker: Mitchell Levy

Registration and Networking Start at 6:00 p.m.

Cypress Semiconductor Auditorium
 Building 3 (North Side)
 3939 North First Street
 San Jose, California

Cypress Semiconductor Corporation (NYSE: [CY](#) - [news](#)) announced today that it will host the March 13th Silicon Valley WebGuild meeting, which will feature Mitchell Levy's presentation titled "Creating Successful Business Models for the 21st Century."

This presentation addresses the importance of creating new business models for 21st century businesses. Corporate success depends on a company's ability to deploy, manage and evolve the processes, transaction types and participants they do business with. Business models become the key to a corporation's success according to Mitchell Levy, author of E-Volve-or-Die.com and a faculty member of San Jose State University. Levy will present the Value Framework for analyzing corporate success in the 21st century. In his presentation, he will share case studies from UPS, Covisint, Autobytel, Webvan and Napster. These case studies will show how the transformation from analog to digital has created the opportunity to create new business models that will enable companies to evolve and flourish. Levy will demonstrate how successful business models can be created, managed and evolved in the 21st century.

About the Speaker

Mitchell Levy is president and CEO of Ecnw.com, an e-commerce management consulting company which assists start-ups, medium and large enterprises to transition their employees, partners and customers to the Internet age using strategy, marketing and customized training. Levy is the author of E-Volve-or-Die.com; executive producer of VMS3

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(<http://vms3.info>), an online E-Commerce Management (ECM) e-zine; chair of comdex.biz at Fall Comdex; founder and program consultant of the premier San Jose State E-Commerce Management Certification Program; and chairman of the Pay-per-Performance PR Agency Media Attention Now (<http://ecmtraining.com/sjsu>). Levy was previously an employee of Sun Microsystems where he managed the e-commerce component of Sun's \$3.5 billion supply chain, successfully launched Sun's first Extranet and championed business process improvement. Mitchell is a popular speaker who lectures around the world on ECM issues.

About Cypress

Cypress Semiconductor is "Driving the Communications Revolution"(TM) with high-performance integrated circuits for network infrastructure and access equipment. Leveraging its process and system-level expertise, the company designs and manufactures solutions targeted across wireless and wireline communications. Cypress supports a wide range of industry standards, such as SONET (OC-48, OC-192 and OC-768), Voice over Internet Protocol (VoIP), InfiniBand(TM) and Gigabit Ethernet. The company's communications product lines include programmable high-speed physical layer devices (PHYs), wirespeed network search engines (NSEs) and network coprocessors (NCPs), and datapath switching elements (DSEs). Cypress is also the industry's leader in communications timing solutions, networking-optimized communications memories and personal connectivity solutions, such as USB and Bluetooth.

Cypress is a leader in pure optical and optoelectronic technologies designed to push network transmissions to higher performance levels and to satisfy the increasing demand for network bandwidth. With a focus on emerging communications applications, Cypress aims to become the preferred silicon supplier for network infrastructure solutions and for every network data stream to pass through at least one Cypress IC.

Cypress employs 4,000 people worldwide. Its shares are listed on the New York Stock Exchange under the symbol CY. More information about Cypress is accessible on the Web at www.cypress.com.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements herein that are not historical facts are "forward-looking statements" involving risks and uncertainties, including but not limited to: the effect of global economic conditions, shifts in supply and demand, market acceptance, the impact of competitive products and pricing, product development, commercialization and technological difficulties, and capacity and supply constraints. Please refer to Cypress's Securities and Exchange Commission filings for a discussion of such risks.

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