

Press Information

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Contact: John F. Gifford, Chairman,
President and Chief Executive Officer
(408) 737-7600

MAXIM PRESENTS LONG-RANGE PLAN AT NOVEMBER 6 INVESTOR MEETING

SUNNYVALE, CA–November 6, 2003–Maxim Integrated Products, Inc., (MXIM) is holding an investor meeting today at its Event Center in Sunnyvale, California. During presentations by senior management, the Company will present its long-range plan forecast for ship demand and profitability, as follows:

	<u>Fiscal Year</u>				
	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Ship Demand	\$1.5B	\$2.3B	\$3.3B	\$4.2B	\$5.1B
Overall Business Unit Gross Margins:					
• High	81.0%	82.0%	82.0%	82.0%	83.0%
• Median	70.0%	69.0%	67.0%	69.0%	70.0%
• Low	56.0%	55.0%	54.0%	55.0%	55.0%
• Weighted Average	70.0%	69.0%	67.0%	68.0%	69.0%
R&D as a % of Revenues	21.6%	20.5%	19.0%	17.5%	17.0%
SG&A as a % of Revenues	6.6%	5.5%	5.0%	4.5%	4.0%
Operating Margins	41.8%	43.0%	43.0%	46.0%	48.0%

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The \$4.2 billion ship demand forecast for fiscal 2007 presented at the meeting is revised from a forecast of \$5.2 billion presented at the Company's November 2002 investor meeting. Company management attributed the reduction in fiscal 2007 ship demand estimates to changes in the Company's served available market for fiscal 2007, which reduced the forecast by \$500 million, and lower than planned engineering utilization during fiscal 2003, which also reduced the forecast by \$500 million. The \$5.2 billion fiscal 2007 plan presented in November 2002 was a \$500 million reduction from a previously forecasted \$5.7 billion as a result of lower than planned engineering hiring related to efforts to control below-the-line spending to meet profit goals.

Company management stated that Maxim had an 8% share of its estimated \$13.9 billion served available market (SAM) in fiscal 2003 and projects that the Company will have a 17% share of an estimated \$25.3 billion SAM in fiscal 2007 and a 17% share of an estimated \$29.6 billion SAM in fiscal 2008.

Maxim management explained that the forecasted change in gross margin from fiscal 2004 to fiscal 2006 would be the result of product mix, with a subsequent rise in gross margin as higher margin products become a greater part of the product mix in fiscal 2007 and fiscal 2008. Management explained that gross margins for the Company's business units vary widely, with the Wireless Business Unit having the lowest gross margins, although that business unit's gross margins are still probably significantly higher than those enjoyed by other wireless competitors.

Certain statements in this press release are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve risk and uncertainty. They include statements regarding the estimated dollar amounts and percentages for the Company's long-range plan forecast for ship demand, gross margins, R&D and SG&A expenses as a

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percentage of revenues and operating margins for fiscal 2004 through 2008, the Company's forecast for \$5.2 billion ship demand in 2007 presented at the Company's November 2002 analyst meeting, the Company's estimated market share in fiscal 2007 and 2008 and the Company's profitability and business outlook. Actual results could differ materially from those forecasted based upon, among other things, the Company making incorrect assumptions, projections or estimates for the estimated amounts and percentages for its long-range plan forecasts and market shares, general market conditions and market developments that could adversely affect the growth of the mixed-signal analog market, such as declines in customer forecasts or greater than expected cyclical downturns within the mixed-signal analog segment of the semiconductor market, as well as other risks described in the Company's Form 10K for the fiscal year ended June 28, 2003.

All forward-looking statements included in this news release are made as of the date hereof, based on the information available to the Company as of the date hereof, and the Company assumes no obligation to update any forward-looking statement.

Maxim Integrated Products is a leading international supplier of quality analog and mixed-signal products for applications that require real world signal processing.

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