

Press Information

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PINK SHEETS: MXIM

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Maxim to Develop Power-Management and Multimedia Solutions for Intel-Based Mobile Internet Devices (MIDs)

SUNNYVALE, CA— April 1, 2008 —Maxim Integrated Products (Pink Sheets: MXIM) today announced that the Company has entered into a collaboration with Intel Corporation to develop highly integrated power-management and multimedia solutions for Intel-based Mobile Internet Devices (MIDs). Maxim will provide mixed-signal ICs that enable longer battery life and a rich multimedia experience for consumers.

Maxim's collaboration with Intel reflects the Company's focus on working with industry leaders to develop leading-edge technology and deliver innovative products. Maxim is a leader in mixed-signal technology and provides differentiation in a wide range of microprocessor-based, portable consumer products. "Maxim is well poised to support Intel's next-generation needs. We have all the necessary building blocks and components to enable Intel-based MIDs to offer significantly longer battery life and provide a richer multimedia experience than available today," explained Vijay Ullal, Group President for Maxim. "Going forward, we plan to optimize those elements to fit in next-generation MIDs," Ullal added.

"Maxim is pleased to be working with Intel on innovative technology solutions that provide the consumer with an improved mobile internet device experience. This is a unique opportunity to work closely with Intel and the MID team," commented Ali Mortazavi, Business Unit Vice President at Maxim.

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“Mobile internet devices represent an emerging and exciting growth segment that can enable consumers to enjoy the best Internet experience in their pockets,” said Pankaj Kedia, director of global ecosystem programs for Intel Corporation’s Ultra Mobility Group. “Intel’s innovation in low-power technologies, combined with Maxim’s experience and capabilities in mixed-signal design, will enable device makers to bring MIDs in ever smaller form factors with longer battery life.”

Maxim Integrated Products, a two billion dollar company, designs and manufactures ICs for analog and mixed-signal applications. The company has designed over 5400 products, more than any other analog semiconductor company, in the 25 years since its founding.

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