



# Semico Research Presents Brian Halla, CEO of National Semiconductor, with Bellwether Award Recognizing Chip Industry Leadership

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March 12, 2007 – National Semiconductor Corporation (NYSE: NSM) today announced that Brian Halla, National's chairman and chief executive officer, has received the 2007 Semico Research Bellwether Award. Semico presents the award annually to honor an individual's notable contributions and achievements to the semiconductor industry.

"It is clear that Brian continues to see, and contributes to, the innovation and success of the semiconductor industry," said Jim Feldhan, president of Semico Research. "His leadership at National Semiconductor has elevated its corporate reputation worldwide. With these accomplishments along with his community activities, Semico is proud to present Brian Halla with the Bellwether Award."

Feldhan presented Halla with the award at the Semico Summit, an annual industry event for electronics industry executives, on Monday, March 12 in Scottsdale, Ariz. Halla provided the opening keynote for the two-day event.

Halla, in addition to his role at National, served as chairman of the Semiconductor Industry Association (SIA) in 2006 and was a key industry spokesperson regarding U.S. technology leadership and competitiveness.

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