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Christine King to Present at Semico Summit 2009

HAUPPAUGE, N.Y.--(BUSINESS WIRE)--SMSC (NASDAQ: SMSC), a leading semiconductor company providing innovative connectivity solutions spanning analog, digital and mixed-signal technologies, today announced that Christine King, President & Chief Executive Officer, will present at the Semico Summit on March 9, 2009 at 1:00 PM MT in Scottsdale, AZ.

The annual event examines timely issues facing high technology companies and assembles industry leaders to discuss the development of formulas for success in a tough global market. Christine King's presentation will be part of the section titled, "Consumer Electronics: What's Next?" Ms. King will review the new USB 3.0, or SuperSpeed USB, protocol and its anticipated impact on various applications in the consumer market. SMSC is a leading provider of USB solutions, having sold over 150 million SMSC USB devices to date, and has announced its intent to develop next generation products that will enable adoption of the USB 3.0 specification in new electronic systems.

"I am excited to join my industry peers at the Summit to discuss the latest business climate as well as technology and manufacturing developments impacting our industry," said Christine King. "This event is recognized as an important forum for examining strategic issues and for high technology networking and we are pleased to support Semico. We also appreciate the opportunity to share some exciting trends that are emerging in the Consumer and Computing markets."

About SMSC:

Many of the world's most successful global technology companies rely upon SMSC as a go-to resource for semiconductor system solutions that span analog, digital and mixed-signal technologies. Leveraging substantial intellectual property, integration expertise and a comprehensive global infrastructure, SMSC solves design challenges and delivers performance, space, cost and time-to-market advantages to its customers. SMSC's application focus targets key vertical markets including consumer electronics, automotive infotainment, PC and industrial applications. The Company has developed leadership positions in its select markets by providing application specific solutions such as mixed-signal system controllers, non-PCI Ethernet, ARCNET, MOST[®] and Hi-Speed USB.

SMSC is headquartered in Hauppauge, New York with operations in North America, Asia and Europe. Engineering design centers are located in Arizona, New York, Texas and Karlsruhe, Germany. Additional information is available at www.smsc.com.

About Semico:

Semico Research Corp is a leading marketing and consulting research company located in Phoenix, Arizona. Founded in 1994 by a group of semiconductor industry experts, Semico has improved the validity of semiconductor product forecasts by providing technology roadmaps in end-use markets. For more information, see the Company's website at www.semico.com.

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