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FOR IMMEDIATE RELEASE

New Global e-Sustainability Initiative Study Quantifies Energy and Carbon Emission Savings of Cypress Envirosystems Wireless Pneumatic Thermostat

Conducted by The Boston Consulting Group, Study Shows Methodology to Evaluate Carbon-Reducing Potential of New Technologies; Illustrates Impressive Performance of WPT Solution

SAN JOSE, Calif., September 9, 2010 – Cypress Envirosystems, a subsidiary of Cypress Semiconductor Corp. (Nasdaq:CY), today announced that its award-winning Wireless Pneumatic Thermostat (WPT) has been featured in a new study commissioned by the Global e-Sustainability Initiative (GeSI) (available at www.GeSI.org). The study, conducted by The Boston Consulting Group (BCG), unveils a practical methodology for evaluating the carbon-reducing potential of new technologies. It used the Wireless Pneumatic Thermostat (WPT) from Cypress Envirosystems as a case-study of how the methodology works, and shows impressive reductions in both energy consumption and carbon dioxide emissions from the WPT.

The WPT case study used in the report was a retrofit of a 300,000 square foot building. Over the course of study, the WPT installation reduced energy consumption by 2,207 kilowatt hours (kWh) per day and reduced CO₂-equivalent emissions by approximately 345 tons per year. In this particular installation, each WPT saved about one ton of CO₂-equivalent emissions per year and about 2300 kWh per year. More information about this installation is available at www.cypressenvirosystems.com/files/pdf/CountyofSantaClara_EnergySavings_Final.pdf.

The methodology for evaluating the carbon-reducing potential of new technology initiatives aims to provide businesses, policy makers and industry with a common yardstick for assessing carbon emissions savings arising from technology-based solutions such as smart motors, smart logistics, smart buildings, and smart power grids. It is hailed as an important step toward cutting greenhouse gas emissions.

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“We are gratified that this important research used our WPT solution as a case study,” said David Roberts, director of Marketing for Cypress EnviroSystems. “This study clearly shows the positive economic and environmental impact that the WPT delivers for our customers.”

About GeSI (Global e-Sustainability Initiative)

GeSI (www.gesi.org) is an international strategic partnership of ICT companies and industry associations committed to creating and promoting technologies and practices that foster economic, environmental, and social sustainability and drive economic growth and productivity. Formed in 2001, GeSI fosters global and open cooperation, informs the public of its members’ voluntary actions to improve their sustainability performance and promotes technologies that foster sustainable development. Current members of GeSI are: Alcatel-Lucent, AT&T, Bakrie Telecom, Belgacom, Bell Canada, BT, Cisco, China Telecom, Cosmote, Deutsche Telekom, Ericsson, European Telecommunication Network Operators Association, GSM Association, HP, Huawei, KPN, Motorola, Microsoft, Nokia, Nokia Siemens Networks, Orange/France Telecom, OTE, RIM, Sprint, Telecom Italia, Telefónica, Turk Telekom, Verizon and Vodafone. Associate members are the Carbon Disclosure Project and World Wildlife Fund. It partners with two United Nations organisations: The United Nations Environment Programme (UNEP) and the International Telecommunications Union (ITU) as well as with the World Business Council for Sustainable Development (WBCSD).

About The Boston Consulting Group

The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. BCG partners with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses. Their customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with 69 offices in 40 countries.

About the Cypress EnviroSystems Wireless Pneumatic Thermostat

Cypress EnviroSystems’ patent pending WPT solution retrofits existing pneumatic thermostats to deliver direct digital control (DDC) functionality in minutes. Compared with the cost to implement conventional DDC retrofit, the WPT costs 80% less, pays back in 18 months or

shorter, and can be installed in under 20 minutes with minimal disruption of occupants. It enables remote temperature sensing and control of setpoints, programmable zone control and night setback, automatic self-calibration, BACnet integration with existing automation systems, and communication with utility Demand Response programs. Sensor data gathered by the WPT is used for retro and ongoing commissioning to save energy and reduce maintenance costs. The WPT was first introduced in 2008, and is now used in over 150 sites across North America including Fortune 500 office buildings, hospitals, universities, K-12 schools, and government buildings. Kaiser Permanente, Santa Clara County Government, Western Michigan University, and the LA Chamber of Commerce are among the many customers.

About Cypress Envirosystems, Inc.

Cypress Envirosystems is a subsidiary of Cypress Semiconductor (NASDAQ: CY). Its mission is to save energy and improve productivity in older plants and buildings, using state-of-the-art non-invasive and wireless technologies to minimize disruption and cost, delivering payback of 18 months or less. Visit Cypress Envirosystems at www.CypressEnvirosystems.com.

About Cypress

Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the flagship PSoC® programmable system-on-chip families and derivatives such as PowerPSoC® solutions for high-voltage and LED lighting applications, CapSense® touch sensing and TrueTouch™ solutions for touchscreens. Cypress is the world leader in USB controllers, including the high-performance West Bridge® solution that enhances connectivity and performance in multimedia handsets. Cypress is also a leader in high-performance memories and programmable timing devices. Cypress serves numerous markets including consumer, mobile handsets, computation, data communications, automotive, industrial and military. Cypress trades on the NASDAQ Global Select Market under the ticker symbol CY. Visit Cypress online at www.cypress.com.

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