



Micron Technology CEO Steve Appleton Honored By Industry Peers

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SAN JOSE, CA-NOVEMBER 3, 2011---The Semiconductor Industry Association (SIA), representing U.S. leadership in semiconductor manufacturing and design, today announced that Steve Appleton, Chairman and CEO of Micron Technology, Inc., has been named the 2011 recipient of SIA's highest honor, the Robert N. Noyce Award. SIA presents the Noyce Award annually in recognition of an industry leader that has made a significant contribution to the U.S. semiconductor industry in technology or public policy.

"Steve Appleton is truly a champion of the semiconductor industry. He has worked tirelessly to strengthen the U.S. industry as a whole and has successfully maintained leadership of the highly competitive memory business," said Ray Stata, chairman of Analog Devices, Inc and 2011 chairman of SIA. "On behalf of SIA's Board of Directors, we are pleased to honor Steve with SIA's Robert N. Noyce Award."

Appleton has served on the SIA Board of Directors since 1991 and has been instrumental in raising the stature of the World Semiconductor Council as its longest serving board member. By keeping the U.S. industry a strong player in the memory industry despite the targeting of this segment by foreign industries, Appleton has helped not only Micron, but also the overall U.S. semiconductor industry and its infrastructure.

"I am incredibly honored to receive SIA's Robert N. Noyce award. I want to acknowledge that without the team at Micron, none of this would have been possible," said Steve Appleton, Micron Chairman and CEO. "My 20 years of serving on the SIA Board of Directors on behalf of our industry has been one of the most rewarding experiences of my career. I am very fortunate to be part of the semiconductor family."

About the SIA

The Semiconductor Industry Association, SIA, is the voice of the U.S. semiconductor industry, America's number-one export industry over the last five years and a bellwether measurement of the U.S. economy. Semiconductor innovations form the foundation for America's \$1.1 trillion dollar technology industry affecting a U.S. workforce of nearly 6 million. Founded in 1977 by five microelectronics pioneers, SIA unites over 60 companies that account for 80 percent of the semiconductor production of this country. Through this coalition SIA seeks to strengthen U.S. leadership of semiconductor design and manufacturing by working with Congress, the Administration and other key industry groups. The SIA works to encourage policies and regulations that fuel innovation, propel business and drive international competition in order to maintain a thriving semiconductor industry in the United States. Learn more at www.sia-online.org

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