



TO: Valued ISBU Distributor
DATE: February 28, 2011
SUBJ: ON Semiconductor Completes Acquisition of ISBU CMOS Image Sensor Business from Cypress

Dear Valued Distributor,

As President and Chief Executive Officer (CEO) of ON Semiconductor, it is my privilege to inform you that we have completed the acquisition of the CMOS Image Sensor Business Unit (ISBU) from Cypress Semiconductor Corp.

We intend to include ISBU under the bigger ON Semiconductor corporate umbrella. ISBU will operate within ON Semiconductor as an integral part of our Digital/MilAero/Image Sensor (DMI) division headed-up by Vince Hopkin, vice president of the division.

For the time being, all newly acquired ISBU products will retain the Cypress brand, packaging and labeling. All ISBU products, services and support can still be accessed via <http://www.cypress.com/?id=201&source=header>. Links to this information from www.onsemi.com will be provided within 30 days.

Supply-chain activities (including order management, purchase orders, credit terms, shipping, invoicing and payment) for all ISBU products will continue to be supported by Cypress as they have in the past under our direction and will remain virtually unchanged for now. Please note the vendor order code will remain as Cypress for the time being. Any changes to these processes will be communicated to customers and distributors directly.

Products acquired from Cypress will continue to be manufactured at existing and outsourced foundries, assembly and test facilities. If necessary, any future changes to front-end or back-end manufacturing of ISBU devices will be implemented via a standard transition process with detailed product change notifications (PCNs) to provide sufficient time to qualify new vendors as necessary.

Distributors can expect to be contacted by your ON Semiconductor Distribution Account Management Team to answer your questions regarding the transition. Updates regarding the transition of ISBU products and services to ON Semiconductor will be posted at www.onsemi.com/isbu. If you have any questions prior to hearing from your ON Semiconductor account manager, please email your questions to ISBU_Transition@onsemi.com.

On behalf of the entire ON Semiconductor team, I would like to thank you for your continuing business. We look forward to providing you with the products, service and support you expect from a world-class semiconductor supplier.

Best Regards,

A handwritten signature in black ink, appearing to be "K. Jackson".

Keith Jackson
ON Semiconductor President and CEO