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**U.S. Chip Industry Working with Administration and Congress to Level Global  
Playing Field*****--Altera CEO John Daane Assesses State of Microchip Industry--***

**Washington, DC – March 17, 2010** – In the “State of the Industry” address in Washington today, Semiconductor Industry Association (SIA) Chairman John Daane outlined the U.S. chip industry’s importance as an innovation engine and job creator for the broader electronics industry and its ongoing efforts to work with the Administration and Congress to level the global playing field. Daane is also chairman, president and CEO of Altera Corporation.

“Not only do semiconductors form the basis of the \$1.1 trillion global electronics industry, they also boost productivity in every economic sector and improve the efficiency of every endeavor,” said Daane. “Currently the U.S. semiconductor industry represents more than half of worldwide sales. With the right public policies, the U.S. industry can continue to expand its share of a growing global market, which will enable us to continue to be one of America’s leading export champions and to create more jobs.”

The SIA, currently based in San Jose, California, will relocate its headquarters to Washington, D.C., later this year. Daane noted that the move is intended to enable the chip industry to work more closely with national policymakers in addressing critical issues. “The industry’s ability to grow exports and its world-leading market share could be in jeopardy if some of the recent policy proposals become law. By moving the SIA to Washington DC, we are redoubling our efforts to support public policies that level the playing field, encourage R&D investments in the U.S., promote exports, facilitate capital formation and accelerate the transition to a clean energy economy.”

Daane concluded his address with the following statement: “The companies that make up the U.S. semiconductor industry are the innovators, job creators and economic engines that will power America in the 21<sup>st</sup> century and beyond. We need a level playing field on which to do it, and we are here to bring that message to Washington. From tax policies to export controls to R&D, we look forward to working together with federal policymakers to ensure we have right policies in place to keep innovating and creating high-wage jobs for all Americans.”

View John Daane’s Presentation [here](#).

For more information on SIA public policy recommendations, please go to: [www.choosetocompete.org](http://www.choosetocompete.org)

### ***About SIA***

The SIA is the voice of the U.S. semiconductor industry, America’s second largest exporter. SIA seeks to continue U.S. leadership in this critical sector that employs 185,000 people in the U.S., and provides the enabling technology for America’s \$1.1-trillion high-tech industries with a U.S. workforce of nearly 6 million people. More information about the SIA can be found at [www.sia-online.org](http://www.sia-online.org).