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Xicor and America II Electronics Launch Mature Product Marketing Strategy

Milpitas, Calif. January 13, 2000 – Xicor, Inc. (NASDAQ: XICO) and America II Electronics, of St. Petersburg, FL, today announced an agreement in which America II will manage a program to market Xicor’s mature products. Under the terms of the agreement, America II Electronics will provide full support to customers who wish to purchase products after Xicor’s published “last-time-buy” date.

As part of the initial engagement, America II has purchased a broad range of Xicor products previously announced as obsolete. The devices will constitute a finished goods inventory and wafer-based product stock and will be housed in nitrogen within America II's die bank. More than six million units will be delivered initially to the America II ISO 9002, EOS/ESD compliant facilities in St. Petersburg, Florida, with more products to be added as Xicor continues new product development and retirement of older technologies.

Xicor, along with its representatives and franchised distributors, will refer customers seeking obsolete or end-of-life announced materials to America II Electronics. America II’s support for the program will include a full time supplier business manager, an inside sales staff of more than 120 representatives, and 7 strategic account managers in North America. Support within Europe will be supervised by America II representatives in the UK, with customers in Asia being managed by the

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Xicor Announces Agreement with America II Electronics to Market Mature Products

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America II international sales team. Xicor will offer customers further support as needed, along with new product recommendations.

“Our mature product marketing program is designed to offer both Xicor and their customers a much needed solution to the industry-wide problem of obsolescence,” explained Ron Myers, vice president of corporate programs for America II Electronics. “Semiconductor suppliers as well as their customers seek supply chain partnerships that can provide both excellent service and steady prices. Customers can be assured that America II will provide them with quality and timely service, at reasonable prices,” Myers added.

“America II adds a valuable distribution channel to complement our existing sales representatives and distributors,” said Mike Levis, vice president of marketing at Xicor. “Their demonstrated expertise and capability in this area ensures our customers will get the highest levels of support for their end-of-life product needs.”

Xicor Company Background

Xicor, Inc. designs, develops, manufactures and sells nonvolatile in-the-system programmable products which retain information even when the system is turned off or power is inadvertently lost. Xicor’s product line includes digitally controlled potentiometers (XDCCPs™), system management ICs, and standard and secure memory ICs.

Xicor product, corporate and financial information is readily accessible on the worldwide web at <http://www.xicor.com>.

America II Electronics Company Background

America II Electronics celebrates a decade as one of the largest independent distributors of semiconductors and integrated circuits in North America. The company is the only independent distributor with both ISO 9002 certification and an EOS/ESD compliant warehouse. From its St. Petersburg, FL headquarters, a seasoned team of sales, purchasing, and management professionals remain focused on quality and customer service, earning America II Electronics its distinction as an industry leader.

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