



Power Integrations IC Chosen for Sony DTT Set-Top Box

Decision Based On Cost, Integration, Energy Efficiency, and Design Support

SAN JOSE, Calif. - September 2, 2003 - Power Integrations Inc., (NASDAQ: POWI), announced today that Sony UK Ltd., has chosen Power Integrations' TOPSwitch-GX IC for power conversion in its new Digital Terrestrial TV (DTT) set-top box recently launched in the UK. Sony selected the TOPSwitch-GX IC, which uses Power Integrations EcoSmart™ technology, to provide a low cost, highly integrated power supply solution that allows energy efficient performance.

"Digital Terrestrial TV is an emerging market and we are committed to meeting the power conversion needs of this market through easy-to-design, low-cost power supply solutions that allow the most responsible use of energy both in standby and during operation," said Ben Sutherland, Managing Director of Power Integrations UK, Ltd. "Power Integrations was pleased to add local design support to assist Sony to complete its product on schedule. We are currently assisting Sony in new product development."

"Power Integrations' support in assisting Sony to get a working power supply to meet the project schedule was a major reason for our decision to use the TOPSwitch-GX IC in our set-top box," said Richard Jones, Engineering Director, Sony UK Ltd "Power Integrations' proven track record in set-top box applications provided a solid base for a simple, low-cost design. We are currently working with Power Integrations to develop a new solution that uses Power Integrations' EcoSmart technology."

Power Integrations' EcoSmart technology provides simple, low-cost power conversion solutions for digital TV set-top box applications, allowing electronics manufacturers to meet all current and planned digital TV set-top box energy efficiency standards worldwide. The simplicity of design using Power Integrations' products, along with the company's technical support, assists manufacturers to accelerate the time to market of their products.

Information about the worldwide energy efficiency standards and the company's EcoSmart solutions available to help manufacturers meet the standards can be found on Power Integrations' website in the Green Room section at www.powerint.com/greenroom/

About Power Integrations

Power Integrations, Inc. is a leading supplier of high-voltage analog integrated circuits for use in power conversion. For more information, contact the company at Centennial Court, Easthampstead Road, Bracknell, RG12 1YQ, UK, PH: +44 1344 462300 or visit the company's website at www.powerint.com.