



Power Integrations and BBK Electronics Team Up to Save Energy in DVD Players

Power Integrations' EcoSmart® Chosen to Reduce Standby Power Waste

San Jose, Calif. - November 19, 2003 - Power Integrations Inc., (Nasdaq: POWI), announced today that BBK Electronics, one of China's leading manufacturers of audio/visual electronic equipment, will use Power Integrations' TinySwitch®-II semiconductors with EcoSmart technology to cut standby energy waste below one watt in the next generation of its DVD players. The initial sub one-watt model is targeted for the Chinese market, while future models with this energy-saving feature will be for export around the world. The current standby requirement for DVD players in China is a maximum of three watts.

"As governments worldwide enact tougher efficiency regulations to cut standby energy waste, more electronics manufacturers are converting to efficient power supplies and adapters designed around our EcoSmart ICs to meet those standards," said Balu Balakrishnan, CEO and 'Chief Energy Officer' of Power Integrations. "BBK is one of the first DVD manufacturers in China to commit to a standby power consumption level far below the current three watt China regulation. This is good news for consumers and the environment, since DVD players are constantly wasting energy, even when consumers think there are turned off."

Under China's current 3 watt standby regulation, twice as much energy is consumed during the 22 hours an average DVD player is not in operation than during the two hours per day it is typically in use.

"BBK is proud to offer consumers our first DVD player with an energy saving feature enabled by Power Integrations," said Tony Chen, General Manager of BBK. "TinySwitch-II allowed us to cost effectively introduce a DVD player that consumes 70% less standby power than the current Chinese standard for DVD players, while meeting the one-watt input regulations in Japan, Korea, Europe and for purchases by the U.S. federal government. We also plan to highlight this new energy savings feature by placing Power Integrations' EcoSmart logo on our promotional materials. We believe saving energy is the responsibility of the manufacturer when it is cost effective for the consumer."

Power Integrations' energy efficient EcoSmart-based power conversion solutions allow appliance, electronics and power supply manufacturers to meet all current and proposed energy efficiency standards for power supplies. Insight, the company's distribution partner in China, worked closely with BBK to assist in quickly achieving the EcoSmart energy efficient design.

Information about energy efficiency standards worldwide and the company's EcoSmart solutions available to help manufacturers meet the standards can be found on Power Integrations' Green Room 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 5245 Hellyer Avenue, San Jose, California 95138, PH: (408) 414-9200 or visit the company's web site at www.powerint.com.