



NEWS RELEASE

Atmel Extends its secureAVR Product Family for Banking Card Applications

Cartes, Paris, France, November 4, 2008 . . . Atmel® Corporation (Nasdaq: ATML) announced today the introduction of its new AT90SC16018RU secure microcontroller to extend its product offering for banking card applications. The large ROM memory in the device allows customers to implement sophisticated applications such as CPA (Common Platform Application) for the EMV banking, SDA (Static Data Authentication) market and makes this chip perfectly suited for cost sensitive applications such as medium end contact banking cards.

Based on Atmel's optimized 8-/16-bit RISC secureAVR® CPU architecture, the AT90SC16018RU features on-chip high density, well-tailored memories: 16 Kbytes of EEPROM, 160 Kbytes of user-ROM, and 4 Kbytes of RAM. This product has been designed to meet the security standards of Common Criteria EAL5+ and EMVCo. It shares the same common features with Atmel's secureAVR family including dedicated hardware for protection against SPA/DPA/SEMA/DEMA attacks as well as advanced protection against physical attacks.

Herve Roche, Atmel's Banking and Telecom Marketing Manager stated, "The introduction of this new device perfectly completes Atmel product portfolio and reinforces Atmel's commitment to serve all the contact based products for banking market. We strongly believe that this new product will help our customers to develop innovative Operating Systems and application codes to serve in long term a cost sensitive market requiring more and more security."

Availability and Pricing

AT90SC16018RU samples are available now. Volume production will start in Q1 2009. Prices start at US\$ 0.60 for 10k units.

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About Atmel

Atmel is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on consumer, industrial, security, communications, computing and automotive markets.

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Information:

For further information on Atmel's banking product family, go to:

<http://www.atmel.com/products/secureAVR>

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