

News Release

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Texas Instruments Receives European Investment Project Award at World Investment Conference in La Baule, France

Award Recognizes TI's Strategic Investments in Research & Development in Europe

NICE, France (June 7, 2004) -- Leading wireless semiconductor manufacturer Texas Instruments Inc. (TI) (NYSE: TXN) received a European Investment Project Award at the second World Investment Conference held in La Baule, France on May 27. The award was presented to Gilles Delfassy, TI senior vice president and general manager of the worldwide wireless terminals business, by Peter Balazs, European Commissioner, and Geoffrey Connor, Texas Secretary of State in the presence of French Prime Minister Jean-Pierre Raffarin to recognize TI's program of strategic investments in Europe and in particular recent investments and acquisitions in research & development for Wireless semiconductor solutions.

“We are truly honored to be among the list of notable recipients,” said Mr. Delfassy.

“With the investments we've made, we have broadened our wireless technology research and

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development activities and increased our overall system-level expertise.” These strategic investments include the acquisition of Condat AG, in Berlin, Germany, the extension of the Wireless Business Center in Villeneuve-Loubet, France, the extension of TI Denmark in Aalborg and the creation of TI Rennes, France. Together, these investments have enabled us to strengthen the core hardware development for TI’s wireless semiconductor solutions, expand our expertise in communications and wireless software solutions, optimize the performance of Java applications on future mobile devices, and enhance reference design development. “As a result, TI is well positioned to develop new and innovative technology and products that will change mobile communications worldwide”, said Delfassy.

Under the theme of ‘Making Europe more attractive’, this year’s World Investment Conference brought together world leaders, development agencies and European politicians to discuss Europe's attractiveness for future investment. Awards were given to the three best investors in Europe for outstanding projects in the areas of R&D investment and innovation.

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About Texas Instruments

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers’ real world signal processing requirements. In addition to Semiconductor, the company’s businesses include Sensors & Controls and Educational & Productivity Solutions. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at www.ti.com.