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IXYS Launches The IXYSSOLAR™ Brand of Handheld Solar Powered Products

FORT COLLINS, Colo. & BIEL, Switzerland--([BUSINESS WIRE](#))--IXYS Corporation (NASDAQ:IXYS), a leader in power semiconductors and mixed signal ICs and MCUs for improved power management, energy efficiency and renewable energy, announced today the launch of the IXYSSOLAR™ brand of handheld portable products. The main feature of these products is the integration of the IXYS Solar-Bit™ technology to harvest sunlight or artificial light to charge their batteries. Included in this launch is the introduction of the IXYSSOLAR™ brand of rechargeable alkaline batteries. These batteries are eco friendly and offer the lowest cost AA and AAA rechargeable batteries with a true 1.5v rating. Additionally, they provide rugged reliability, offering a wider temperature rating and lower self discharge rate when compared to other low cost rechargeable batteries. These new products feature energy harvesting, and enable hand held products to be charged without the need for 'plug in' charging thereby giving consumers total freedom of mobility.

As much as 84,000 tons of batteries find their way to our landfills every year with significant environmental impact. Through the use of solar charging in combination with IXYSSOLAR™ Rechargeable Alkaline Batteries, we can substantially reduce this damaging practice and, at the same time, lower the cost of portable power. All of our new handheld products feature our own brand of rechargeable IXYSSOLAR™ Rechargeable Alkaline Batteries. These batteries provide the convenience of rechargeability without the use of the heavy metals and toxic chemistries of other rechargeables.

"We have integrated our high efficiency Solar-Bit™ cells into these products to enable users to charge the batteries whenever sufficient light is available. The net results are reduced waste with more environmentally conscious materials, longer product operating times and lower overall cost to consumers," commented Steve Krausse, General Manager of IXYS Colorado.

This launch includes four products: a solar rechargeable flashlight, solar battery charger, AC wall charger (for our IXYSSOLAR™ Rechargeable Batteries) and our personal alarm device.

IXYS' new flashlight provides hours of light with high brightness LED. With the use of rechargeable batteries and high efficiency solar cells, it is ready to use when needed.

The Solar Battery Charger uses the renewable energy of the sun to charge two AA or AAA IXYSSOLAR™ rechargeable alkaline batteries. By keeping a set of batteries in the unit, customers can always have power ready for their portable electronics. It uses solar energy to keep batteries ready for your wireless mouse, audio/visual products, digital cameras, toys, flashlights, remote controls and countless other electronic devices.

For customers that need faster charging we offer a new AC line charger for our IXYSSOLAR™ brand of batteries that will complement the solar charger.

IXYS' pocket sized, personal alarm device provides a flashlight with continuous and flashing modes. It also includes an 80dB audible alert signal. The solar cells keep it charged and ready for use while walking, jogging, hiking, or anytime for convenience and peace of mind.

In addition to these handy IXYSSOLAR™ portable devices, IXYS has also added Rechargeable Alkaline Batteries to its product line as part of IXYS energy storage strategy. These batteries are comparable to standard alkaline batteries with respect to capacity and provide the added benefits of being both rechargeable and more environmentally friendly than other rechargeable technologies.

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"With this new line of portable products we are reaffirming our commitment to further reduce waste, be environmentally friendly and reduce CO₂ emissions by providing energy 'Efficiency Through *Renewable Technology*'. We are deploying all of our semiconductor products to these goals," commented Dr. Nathan Zommer, CEO and Founder of IXYS Corporation. "We will showcase some of these technologies and products in the PCIM Europe 2010 show in Nuremberg Germany on May 4-6, 2010."

Retailers interested in providing these environmentally friendly, renewable energy products to their customers should contact Stephen Krausse at 970-493-1901 x29 or s.krausse@ixyscolorado.com.

The IXYS**SOLAR**TM handheld products and rechargeable alkaline batteries are available directly from IXYS Colorado, tel. (970) 493-1901, fax (970) 493-1903, email: sales@ixyscolorado.com. For more information, visit IXYS Colorado's website at: www.ixyscolorado.com.

Safe Harbor Statement

Any statements contained in this press release that are not statements of historical fact, including the performance, rating, reliability and suitability of products for various applications, may be deemed to be forward-looking statements. There are a number of important factors that could cause the results of IXYS to differ materially from those indicated by these forward-looking statements, including, among others, risks detailed from time to time in the Company's SEC reports, including its Quarterly Report on Form 10-Q for the quarter ended December 31, 2009. The Company undertakes no obligation to publicly release the results of any revisions to these forward-looking statements.

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