



January 10, 2006

## National Instruments Named Among FORTUNE's '100 Best Companies to Work For' for Seventh Year

**NEWS RELEASE – Jan. 10, 2006** – FORTUNE magazine yesterday released its annual rankings of the nation's top 100 companies to work for, listing Austin-based National Instruments as number 77. This is the seventh consecutive year National Instruments has been listed on FORTUNE's "100 Best Companies to Work For" annual survey that polls employees nationwide about the quality of their corporate cultures. NI employees listed the company's open communication and fun and unique work environment among the characteristics that make the company a great place to work.

"When I started the company 30 years ago, I wanted to create a job that I would be excited to go to every day, as well as a work environment that employees would enjoy just as much," said Dr. James Truchard, NI president, cofounder and CEO. "As we celebrate our company anniversary this year, it is exciting to receive this honor that reflects how our employees feel about the company, and we look forward to continuing this tradition of fun, innovation and excellence in the years to come."

National Instruments views its employees as its most valuable resource and its "people advantage" – hiring the best and the brightest, creating a great work environment and offering superior employee development – as central to the long-term success of the company. National Instruments actively pursues a culture that encourages open communication through quarterly business meetings and offers opportunities for employee innovation on an everyday basis. Employees are encouraged to work hard and play hard, as they operate in a flexible, laid-back environment where they address challenges and opportunities for improvement while celebrating successes in team meetings and, on a larger scale, in company-wide deck parties.

"Dr. Truchard has taught us the importance of the 100-Year Plan in building our culture: our actions and decisions today reinforce and impact the kind of company culture and work environment we will have from both a short and long term perspective," said Mark Finger, NI vice president of human resources. "Every day, all NI employees are encouraged to make decisions that will positively move us toward this vision for an outstanding corporate culture that continues for decades to come. We are thrilled to receive this honor from FORTUNE for a seventh consecutive year, and view it as validation that NI continues to be moving in the right direction."

### How FORTUNE Chose the 100 Best

The Great Place to Work Institute compiles the list of best employers for FORTUNE each year. The institute surveyed a random sample of employees from approximately 500 candidate companies. Two-thirds of the decision is based on how these randomly selected employees respond to the independent survey measuring the quality of their workplace culture. The remainder of the score is based on the evaluation of company responses to several questions. For more information on FORTUNE's "100 Best Companies to Work For" list, visit [www.fortune.com](http://www.fortune.com).

### About National Instruments

For 30 years, National Instruments ([www.ni.com](http://www.ni.com)) has been a technology pioneer and leader in [virtual instrumentation](#) – a revolutionary concept that has changed the way engineers and scientists in industry, government and academia approach measurement and automation. Leveraging PCs and commercial technologies, virtual instrumentation increases productivity and lowers costs for test, control and design applications through easy-to-integrate software, such as NI LabVIEW, and modular measurement and control hardware for PXI, PCI, PCI Express, USB and Ethernet. Headquartered in Austin, Texas, NI has more than 3,800 employees and direct operations in nearly 40 countries. For the past seven years, FORTUNE magazine has named NI one of the 100 best companies to work for in America.

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