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## **EE Times Names National Instruments a Company of the Year 2006 ACE Awards Finalist**

### **National Instruments Honored for Second Year for Excellence in Business, Breakthrough Innovations**

**NEWS RELEASE – Jan. 26, 2006** – National Instruments, a leader in virtual instrumentation, today announced that *EE Times* named it an Annual Creativity in Electronics (ACE) Awards finalist for Company of the Year for the second straight year. This award recognizes top engineering companies for excellence in business practices, breakthrough innovations and contributions to the community.

“We are proud to announce National Instruments as a ‘Company of the Year – Small/Medium’ finalist for the ACE Awards,” said Brian Fuller, editor-in-chief and publisher of *EE Times*. “The *EE Times* judging panel chose NI as a top five contender in a very competitive category of over 35 submissions.”

This year, NI marks 30 years of excellence in innovation based on the company’s vision of virtual instrumentation, which combines high-performance and rapidly advancing commercial technologies with easy-to-use software and low-cost modular hardware. With a strong track record of innovation, NI continues to invest aggressively in R&D. This has led to a record number of new products released in the last three years, including LabVIEW 8, a major upgrade to the LabVIEW graphical development platform that improves the productivity of engineers and scientists in design, control and test. These new products have helped NI maintain a solid record of sustained growth and profitability, delivering 28 years of growth in the company’s 29-year history. For 2005, NI announced record-breaking annual revenue of \$572 million.

“We are pleased that *EE Times* once again chose National Instruments as a finalist for the ACE Awards,” said Dr. James Truchard, NI CEO, president and cofounder. “The honor acknowledges the commitment of our employees, who continually create innovative products, meet the needs of our customers and help make NI successful through hard work and dedication.”

A key to the company’s success is Truchard’s 100-year plan that equally balances customer, employee, shareholder and supplier success. The plan ensures that NI continues to grow and innovate well into the future. Employee success is at the center of the 100-year plan because it directly affects the achievement of the other three groups. NI hires the best and brightest employees; creates a superior work environment for those employees; and provides the tools, resources and training opportunities to grow their talents. As a result, NI has appeared on *FORTUNE* magazine’s 100 Best Places to Work For list for seven consecutive years.

*EE Times* will announce final winners for this award on April 4 at the second annual ACE Awards gala during CMP Media’s Embedded System Conference in San Jose.

#### **About *EE Times* ACE Awards**

The *EE Times* ACE Awards were created to recognize the people, companies and products that show leadership in the electronics industry and honor those who are leading the way and making positive contributions – the creators of technology. Awards will be presented at the second annual awards gala on April 4 at the Fairmont Hotel San Jose during CMP Media’s Embedded Systems Conference Silicon Valley, at the San Jose Convention Center. To purchase tickets and find out more about the event, visit [www.eetimes.com/ace](http://www.eetimes.com/ace).

#### **About CMP Media’s Electronics Group**

The CMP Media Electronics Group is the premier technology and business media brand serving the information needs of the creators of technology worldwide through print, online and conferences. As the most comprehensive and integrated source of electronics technology information, the CMP Media Electronics Group offers a full suite of products and services to reach electronics systems design professionals throughout the world. With its combination of media properties, the CMP Media Electronics Group focuses on delivering a targeted audience and actionable information to marketers in the electronics technology community. For more information, visit [www.cmp.com](http://www.cmp.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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