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## National Instruments Hosts Investor Conference at NIWeek

### Company Explores Strategy to Achieve Goal of \$2 Billion in Annual Revenue by 2016

AUSTIN, Texas, Aug. 6, 2012 /PRNewswire/ -- National Instruments (Nasdaq: NATI) hosts its Annual Investor Conference in Austin, Texas, in conjunction with NIWeek, the company's annual premier customer and industry event for graphical system design. A key platform for launching new products, NIWeek provides a forum for customers, members of the press, strategic partners and exhibitors to learn about and discuss the latest trends and technologies in test, control and design.

The investor conference begins with a keynote address and industry outlook by Dr. James Truchard, NI president, CEO and cofounder. Pete Zogas, NI senior vice president of sales and marketing, and Eric Starkloff, NI vice president for product marketing systems platforms, follow with a more in-depth look into the NI business. Highlights include driving market expansion, leveraging strategic investments and servicing both broad-based and large order opportunities. Alex Davern, NI COO and CFO, concludes the day with strategies to maintain sustainable differentiation while driving to \$2 billion and beyond. Attendees also have the opportunity to ask members of the NI management team questions during the Q&A session.

"Over the last quarter century, National Instruments has been supplying the industry with disruptive technology, and at NIWeek 2012, we will disrupt the industry again," Truchard said. "After delivering solid performance in the first half of the year, we continue to emphasize long-term profitable growth through our strategic investments in opportunities where NI solutions offer compelling advantages compared to traditional instrumentation solutions."

The event begins on Aug. 7 at 10:30 a.m. CT. To listen to the live webcast, readers can visit [www.ni.com/nati](http://www.ni.com/nati).

#### About National Instruments

Since 1976, National Instruments ([www.ni.com](http://www.ni.com)) has equipped engineers and scientists with tools that accelerate productivity, innovation and discovery. NI's graphical system design approach to engineering provides an integrated software and hardware platform that speeds the development of any system needing measurement and control. The company's long-term vision and focus on improving society through its technology supports the success of its customers, employees, suppliers and shareholders. Readers can obtain investment information from the company's investor relations department by calling (512) 683-5090, emailing [nati@ni.com](mailto:nati@ni.com) or visiting [www.ni.com/nati](http://www.ni.com/nati). (NATI-G)

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