For more information, contact:

Jennifer Fox	Mary Blackstone
McClenahan Bruer Burrows	Data I/O Corporation
(503) 643-9035	(206) 881-6444
jfox@mcbb.com	blacksm@data-io.com

For Immediate Release

DATA I/O AND INTEL IMPROVE FLASH MEMORY PROGRAMMING PERFORMANCE

Redmond, Wash. — June 10, 1996 — Solving a customer's problem before it becomes a problem is what Intel Corporation and Data I/O have teamed up to do. Data I/O today announced the two companies are working together to ensure high-quality Flash Memory programming performance and support. To achieve this, once Intel produces a Flash memory device, Data I/O immediately develops programming algorithms specific to those devices. Intel then performs programming qualification testing on the Flash Memory using Data I/O's PSX1000 parallel programmer. Once the device programs properly, Data I/O makes the algorithms available to customers as soon as the memory devices ship in production quantities.

 "We want to eliminate our customers' potential programming problems in the field by solving them first in our fab," said Peter Larsen, technical marketing engineer for Intel Corporation. "We chose to do the testing on Data I/O's PSX1000 because it's the most widely used programmer among our Flash Memory customers."

According to Larsen, Intel conducted a survey of its Flash Memory customer base to discover which programmer they use most. The majority of those surveyed use Data I/O's programmers. This led Intel to choose the PSX1000 as a testing vehicle to inspect all Flash Memory in advance of shipment.

Intel's qualification testing consists of running multiple worst-case datapatterns on the PSX1000. They fully load the programmer with product, test the worst-case data patterns and make sure the Flash Memory devices erase properly and verify properly. By qualification testing with worst-case data patterns, Intel virtually eliminates programming problems at customer sites. Problems that could otherwise mean costly downtime.

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"We're pleased that Intel has chosen to use the PSX1000 for qualification testing of their Flash Memory," said Bruce Rodgers, director of marketing, Data I/O Programming Systems Division. "Our joint customers will benefit not only from improved programming performance, but the receipt of programming algorithms as soon as Flash Memories are sold in production quantities."

According to the In-Stat Electronics Report published in November 1995, consumption of Flash memory is predicted to reach $3.4 billion in 1996 – an eighty percent increase over anticipated 1995 sales. Flash memories, housed in small outline integrated circuit (SOIC) packages, consume one-third to one-half the volume of earlier packaging. This makes them ideal for designs with limited space, such as cellular phones, PCMCIA cards and handheld computing devices.

Data I/O's PSX1000 is one of a family of parallel programmers that support 2,500 memory and microcontroller devices, with DIP and PLCC package support. The PSX1000 provides high throughput programming of up to 20 devices at a time, for throughput of 1,200 devices per hour.

Intel is the worldwide leader in Flash memory shipments. Intel, the world's largest chipmaker, is also a leading manufacturer of personal computer, networking, and communication products.

Founded in 1972, Data I/O Corporation is the world leader in device programming and handling solutions, providing the most comprehensive product offering—from design through manufacturing of programmable integrated circuits. It is the first and only device programming systems supplier to receive ISO 9001 certification. The company, which is publicly traded (NASDAQ:DAIO), is headquartered in Redmond, Wash. and has sales and service offices world-wide.

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