

NEWS RELEASE

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National Semiconductor Selects Solco Choice Electric to Distribute SolarMagic™ Power Optimizers in Australia

CANBERRA, Australia – July 29, 2009 – National Semiconductor Corp. (NYSE:NSM) and Solco Choice Electric today announced at the ATRAA 2009 Conference and Exhibition in Canberra that National's SolarMagic™ power optimizers would be distributed in Australia by Solco Choice Electric, a Solco Ltd. (ASX:SOO) Group company.

"National Semiconductor is extremely pleased to be working with Solco Choice Electric in the release of our award-winning SolarMagic™ technology into the Australian market," said Aaron R. Thurlow, Global Sales and Channel Manager for National Semiconductor's SolarMagic™. "SolarMagic™ allows the system installer greater flexibility in PV panel installation, dramatically reducing the effect of shading, debris, orientation and other panel mismatch."

"National Semiconductor's SolarMagic™ brings further technical innovation to Solco Choice Electric's photovoltaic system offerings, allowing their use in a much wider range of challenging applications. We look forward to working closely with National Semiconductor in introducing this breakthrough product into the Australian market." added Mark Norman, Solco Ltd's CEO and Managing Director.

In May, SolarMagic™ received the prestigious Intersolar Award 2009 in the Photovoltaics category. A panel of experts appointed by the organizers of the Intersolar exhibition, together with the German Solar Industry Association, selected National's SolarMagic™ for the Award. They noted the power optimizers' success in maximizing the energy output of solar arrays when affected by real-world conditions.

Shade, debris and other forms of panel mismatch affecting just a single solar panel can cause the entire array to underperform. For example, as little as 10 percent shade on one panel can result in a 50 percent energy loss. However, with SolarMagic™ power optimizers, an array owner can recoup over 50 percent of lost power.

For more information on SolarMagic™, visit www.solarmagic.com.

Or visit the Solco Choice Electric exhibition stand 29-31 at the ATRAA Conference & Exhibition, National Convention Centre Canberra, 29 July – 1 August 2009.

About National Semiconductor

National Semiconductor is a leader in analog power management technology. Its products include easy-to-use integrated circuits, PowerWise™ products that enable more energy-efficient systems, and SolarMagic™ products which improve the energy output of solar arrays. The company celebrates its 50th anniversary this year. Headquartered in Santa Clara, Calif., National reported sales of \$1.46 billion for fiscal 2009. Additional information is available at www.national.com.

About Solco Ltd.

Solco began in 1989 and listed on the Australian Stock Exchange in 2000. In 2005, Solco acquired Choice Electric Co (Aust) P/l. Now known as Solco Choice Electric, it undertakes the Group's wholesale solar power and pumping operations. Solco undertakes major solar energy projects for clients in remote and urban areas.

Solco's main activities are in the wholesale and distribution of solar power and pumping solutions around Australia and overseas, supplying imported and locally-sourced products through subsidiary Solco Choice Electric. We cater for corporate and government clients directly; residential and rural customers are looked after by our installer network. Solco is listed on the Australian Stock Exchange.

Solco Choice Electric is one of Australia's largest, oldest and most respected wholesalers of solar power and solar water pumping systems. Today, as a fully-owned subsidiary of Solco Ltd, it has offices and warehouses in Brisbane, Perth, Melbourne and Murwillumbah, reliably providing its national customer network with quality equipment and technical support. For more information visit our websites: www.solco.com.au, and www.choiceelectric.com.au.