



NEWS ANNOUNCEMENT For Immediate Release

Fresco Microchip Media and Analyst Contact:
Bob Menzies
Lages & Associates
(949) 453-8080
bob@lages.com

Fresco Microchip Corporate Contact:
Melissa Chee
Director, Marketing and Business Development
(905) 480-9109
pr@frescomicrochip.com

Fresco Microchip Appoints Veteran Executive as Vice President of Marketing and Business Development

Digital television visionary drives global strategy across broad consumer markets

Toronto, Canada - June 29, 2007 - Fresco Microchip Inc., a developer of leading edge RF, mixed-signal, and digital signal processing integrated circuits (ICs), today announced that Michael Gittings has joined the company as Vice President of Marketing and Business Development. Gittings will have overall responsibility for the company's global marketing strategy, product management, communications, and applications support.

"Mike Gittings brings valuable strategic and operational perspective to Fresco Microchip, based on his global experience in Fortune 500 and venture-backed organizations," said Lance Greggain, CEO of Fresco Microchip. "Mike's depth and breadth of experience in the consumer electronics semiconductor industry will be instrumental in articulating and executing our long-term direction and growth strategy."

Mr. Gittings most recently served as director of marketing for AMD's global DTV receiver products.

He established ATI (acquired by AMD) as the world's leading supplier of North American integrated HDTV receiver ICs. Mr. Gittings played a key role influencing DTV standards

around the world. As a founder of NxtWave Communications, he was the marketing and applications executive responsible for fostering partnerships that led to a successful acquisition by ATI. Prior to NxtWave, Mike held senior engineering positions at General Instrument (acquired by Motorola), General Electric, Martin Marietta, and RCA.

“I’m very excited to join Fresco Microchip. As an early stage, ventured-backed company, Fresco has an impressive track record,” said Gittings. “Led by a world class executive and engineering team, the company has developed real product and secured design wins with leading PC-TV and DTV manufacturers. I welcome the opportunity to build on our vision of enabling significant front-end design simplification across broader television markets around the world.”

About Fresco Microchip Inc.

Fresco Microchip Inc. is a fabless semiconductor company focused on leading edge RF, mixed-signal, and digital signal processing architectures for consumer markets. Founded in 2004, Fresco Microchip has established a team of technology, sales, and marketing veterans in the TV semiconductor industry with strong track records, multiple design patents, and long-standing customer relationships with the world’s most recognizable and respected consumer electronics brands. The company is headquartered in Toronto, Canada with design centers in Ottawa, Canada and Irvine, California. www.frescomicrochip.com

Fresco Microchip Inc. and the Fresco Microchip logo are trademarks of Fresco Microchip Inc. All other trademarks are the property of their respective owners.

###