



NEWS ANNOUNCEMENT For Immediate Release

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FRESCO MICROCHIP SHIPS MORE THAN ONE MILLION HYBRID TV RECEIVERS

Milestone Marks the Emergence of a New Standard for Global Hybrid TV Reception

TORONTO, Canada, January 26, 2010 – [Fresco Microchip Inc.](#), a developer of leading-edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced it has shipped more than one million receivers for the global hybrid (analog + digital) television market over the last four months. This milestone marks the start of an explosive sales ramp as the company's flagship, field-proven [FM1100](#) chips establish the new performance and price bar for television receivers.

"Fresco's solutions enable DTV OEMs to support the ongoing demand for analog broadcasts, in addition to digital TV broadcasts. Contrary to the popular misconception that television is now all digital, analog broadcasts will continue to play a significant role in most regions for the next five to 10 years," said Michael Palma, IDC senior research analyst for consumer semiconductors. "Fresco's products help to reduce OEM bill of materials (BOM) costs; support ultra-thin and low power DTV designs and help improve picture quality, all critical issues to TV manufacturers."

Today, over 70 percent of the 400 million tuners sold globally are hybrid-ready, supporting both analog and digital TV broadcasts. In the second half of 2009, Fresco continued to build momentum as the industry's leading supplier of television-grade hybrid-ready receivers. The company's [FM1100 chipsets](#) are featured in the latest tuner

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modules produced by several of the world's leading and largest TV tuner manufacturers, who account for 60 percent of worldwide tuner shipments.

“By delivering value through innovation, Fresco is chartering its own course as the leading supplier of global hybrid TV chips,” said Lance Greggain, CEO, president and co-founder of Fresco Microchip. “Understanding the fine balance of cost, power, size, and performance is the key to winning business in this industry.”

Fresco's technology delivers a common platform for worldwide TV reception well-suited for ultra-slim flat screen models, enabling set manufacturers to significantly reduce design costs and streamline production. As a result, consumers enjoy the world's slimmest televisions featuring state-of-the-art image quality with a sharper picture, richer brightness and more vivid colors at a lower retail price. The company is shipping in mass production quantities now.

About Fresco Microchip, Inc.

Fresco Microchip 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 electronic brands. The company is headquartered in Toronto, Canada, with design centers in Ottawa, Canada and Irvine, California. For more information visit: www.frescomicrochip.com.

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