



NEWS ANNOUNCEMENT For Immediate Release

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FRESCO MICROCHIP EXPERIENCES EXPLOSIVE GROWTH

Record Shipments Exceed Five Million Units in the First Quarter

TORONTO, Canada, March 24, 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 five million receivers for the global hybrid (analog + digital) television market. The company's exponential sales ramp demonstrates that Fresco Microchip's [game changing technology](#), which offers unprecedented picture quality and lower system costs, has transformed the TV receiver industry by delivering value through innovation.

"Fresco's technology has created a fundamental paradigm shift in the industry and the company is emerging as a top supplier for global hybrid receivers, particularly in Europe," said Gerry Kaufhold, principal analyst at In-Stat. "Hybrid-ready tuners represent over 70 percent of all TV tuners projected for 2010."

In January 2010, Fresco announced that the company had shipped more than one million units. In just two months, shipments have increased five-fold and Fresco anticipates strong growth to continue with confirmed March shipments exceeding three million units.

"By redefining how RF, analog and digital signals are combined, Fresco has revolutionized the underlying television receiver technology, which has not changed in

Fresco Microchip Experiences Explosive Growth /page 2

nearly 50 years," said Lance Greggain, CEO, president and co-founder of Fresco Microchip. "Today's announcement demonstrates that the company's technology has transformed the industry to establish Fresco's market leadership position."

Seven of the top nine tuner manufacturers, who account for nearly 70 percent of all tuners sold today, are in production or designing products using Fresco inside. With broad global adoption of the company's state-of-the-art technology by the leading and largest TV tuner manufacturers in the world, Fresco has set the de-facto industry standard for superior broadcast quality at the lowest system cost.

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. As a leading supplier for broadcast-quality television hybrid receivers, 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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