



NEWS ANNOUNCEMENT For Immediate Release

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

FRESCO MICROCHIP DELIVERS COST SAVINGS FOR CE MANUFACTURERS WITH LAUNCH OF NEW FM1050

New Chip Sets Industry Benchmark for Television Quality in High Growth Emerging Markets

TORONTO, Canada, April 8, 2009 – [Fresco Microchip Inc.](http://www.fresco-microchip.com), a developer of leading edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced the latest addition to its line of breakthrough solutions with the introduction of the FM1050, a worldwide legacy audio/video demodulator for cable and terrestrial broadcast television reception. The new FM1050 provides optimum flexibility with universal support for NTSC, PAL and SECAM analog broadcast standards.

While television markets in Western Europe and North America lead the digital transition, the vast majority of the world continues to rely on analog reception. According to industry estimates, China alone has approximately 350 million television household subscribers, but only 20 percent of these households will be digital by 2010. Likewise, the large majority of India's 100 million TV households employ analog-only receivers. The demand for analog remains robust in these key markets with industry experts forecasting sales growth of analog-only TVs.

“The strong demand for analog-only television extends beyond China and India. Analog broadcasts will dominate the markets in Eastern Europe, the Middle East and large portions of Asia for the foreseeable future,” said Randy Lawson, senior analyst for iSuppli. “In these markets, CE manufacturers are experiencing significant sales as consumers look to replace legacy Cathode Ray Tube (CRT) TVs with LCD and Plasma flat-panel models that do not include integrated digital receivers.”

Developed to address the analog TV market, the FM1050 is the first standalone universal legacy demodulator IC to eliminate the need for multiple external SAW filters typically required for TV-grade reception. Fresco’s *iSAW*[™] technology delivers the industry’s best adjacent channel rejection and greatly simplifies traditional designs through significant component count and cost reduction. The chip accepts a standard 36MHz intermediate frequency (IF) signal from a silicon tuner or traditional MOPLL based CAN tuner and demodulates standard (NTSC/PAL/SECAM) and non-standard worldwide audio/video analog formats. Additionally, the FM1050 includes Fresco’s *smartTUNE*[™] technology for enhancing picture quality by reducing the visible effects of television interference caused by tuner artifacts. The chip is ideally suited for standard analog-only tuner modules or on-board platforms commonly found in TVs, set-top boxes and DVD-Rs.

“Fresco has established a strong foundation in hybrid television with several of the world’s largest tuner manufacturers,” said Lance Greggain, CEO of Fresco Microchip. “Sales of the FM1050 into underserved legacy markets builds on Fresco’s strong market traction to-date and is an integral part of the company’s growth strategy.”

The FM1050 is available in a 40-pin 5x5 QFN package, offering customers an ultra-small footprint, highly integrated solution for best-in-market picture quality. Samples are available now to qualified customers.

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.

Fresco Microchip Inc. and the Fresco Microchip logo, *iSAW*[™] and *smartTUNE*[™] are trademarks of Fresco Microchip Inc. All other trademarks are the property of their respective owners.

#