



NEWS ANNOUNCEMENT For Immediate Release

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FRESCO'S NEWEST HYBRID RECEIVERS SELECTED FOR SANYO'S 2011 TUNER PRODUCTION

FM1162 Marks Company's Product Expansion in Major Markets

TORONTO, Canada, November 9, 2010 – [Fresco Microchip Inc.](#), a developer of leading edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced that [SANYO](#) Tuner Industries Co., Ltd. has selected the [FM1162](#). The latest addition to Fresco's industry-leading FM1100 product family is optimized for television markets in the Americas, Korea, Taiwan and Japan. As announced in May 2010, Fresco's FM1150 is already in volume production in SANYO's current tuners and these latest designs are targeted for tuner production in 2011.

Although the analog off-air shutoff is underway in the U.S., televisions must support analog reception as thousands of low-power stations continue to broadcast in analog with no mandated shutoff date. According to the NCTA, more than 60 million households subscribe to basic cable, including 44 million households receiving digital and analog cable broadcasts. Analog off-air continues to be required as Canada and Mexico's shutoff dates are in 2011 and 2021 respectively and TV manufacturers build common models for North America. Similarly, the demand for hybrid television (analog plus digital) remains strong in South America, especially in high growth markets like Brazil where less than 25 percent of the population currently receives digital television and the analog shut-off is not planned until 2016.

“Building on the success of our current tuner models with Fresco inside, we are pleased to continue our close collaboration with Fresco this year,” said Koji Ohira, director, SANYO Tuner Industries. “Our latest tuners will enable SANYO to grow our share in the North America market and expand into new regions in 2011.”

To meet the stringent requirements of the A.74 performance standard in North America, SANYO's next-generation tuner models feature advanced adjacent channel rejection characteristics. These latest tuners deliver superior handling in weak and strong signal conditions. As a result, televisions using SANYO's latest tuners will offer consumers enhanced picture quality at a competitive price point.

“SANYO continues to be a highly-valued, long-term partner for Fresco,” said Lance Greggain, CEO, president and co-founder of Fresco Microchip. “The FM1162 marks an exciting expansion of our product portfolio to increase our share where Fresco is a market leader and gain traction into new regions.”

The FM1162 is fully compatible with the most common analog (NTSC, PAL M/N) and digital (ATSC, ISDB-T) video standards. The chip accepts an IF output from both MOPLL and silicon-based tuners to generate analog CVBS video with SIF or MONO audio. The digital IF output supports a 6MHz bandwidth to interface with the most common digital demodulators in use in the Americas, Korea, Taiwan and Japan. The chip offers the same cost and performance advantages as other chips in the FM1100 family, including extended smearing and ringing reduction capabilities that deliver sharper, clearer and brighter television picture. All chips in the FM1100 family feature an ultra-low profile and the same pin-compatible 5x5mm package.

The FM1162 is in production now and samples are available to qualified customers.

About SANYO

SANYO is a multi-billion dollar, leading company for energy and environment, providing solutions for environment, energy and lifestyle applications. For further information on SANYO, please visit www.sanyo.com.

About Fresco Microchip, Inc.

Fresco Microchip is a leader in RF, analog and digital semiconductors. The company's products deliver Value Through Innovation™ by offering significantly lower system solution costs at optimal performance. Fresco's patent-pending technology transcends a broad range of consumer devices creating a fundamental paradigm shift in the television market. Fresco Microchip's customers include top tier tuner manufacturers who supply leading consumer electronic brands. The company is headquartered in Markham, Canada with design centers in Ottawa, Canada and Irvine, Calif. For more information visit: www.frescomicrochip.com.

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