



## ***NEWS ANNOUNCEMENT For Immediate Release***

Media Contact:  
Kevin Mayberry  
Lages & Associates  
(949) 453-8080  
kevin@lages.com

### **FRESCO MICROCHIP'S GROWTH SETS NEW INDUSTRY RECORD**

Company Ramps from Initial Production to More Than 15 Million Chips in Less Than Three Quarters

**TORONTO, Canada, June 15, 2010** – [Fresco Microchip Inc.](#), a developer of leading-edge RF, mixed-signal and [digital signal processing](#) integrated circuits (ICs), today announced that it has shipped more than 15 million chips into the hybrid (analog + digital) television market.

Shipments have tripled since the company announced five million units shipped in late March. Eight of the top 10 tuner manufacturers are now in production, or have active designs, using Fresco inside. Several television models using Fresco's chips inside, ranging from small to large flat-panel screens from the world's leading consumer brands, are available now in major retail outlets across the U.S., Canada, Europe, Brazil, China, and several other Asia-Pacific countries. According to industry experts, the company will be a top supplier of receivers for hybrid televisions in Europe this year.

"In the midst of the worldwide transition to digital video broadcasting, support for analog signal processing remains a consistent requirement across a number of high volume consumer electronic product categories," said Randy Lawson, principal analyst, Display & Consumer Electronics, iSuppli. "Fresco's rapid growth rate is an indicator of the value that the company's chips bring to the television and set-top-box markets by supporting both digital and legacy analog content in an array of tuner configurations."

## **Fresco Microchip's Growth Sets Industry Record/page 2**

More than 350 million hybrid tuners ship each year inside flat-panel televisions, gaming devices, DVD-R/PVRs, set-top boxes, and PCs. As the industry's leading supplier of television-grade hybrid receivers, Fresco's technology redefines the viewing experience by delivering unparalleled picture quality at a lower cost to a rapidly growing, diversified and significant market.

“To our knowledge, no other fabless company has ramped initial production at this rate. Fresco’s phenomenal growth in the last three quarters positions us as the fastest growing fabless semiconductor company,” said Lance Greggain, CEO, president and co-founder of Fresco Microchip. “Fresco’s ability to deliver value through innovation has created a disruptive technology that transcends a broad range of markets, paving the way for growing market and product expansion.”

### **About Fresco Microchip, Inc.**

Fresco Microchip is a fabless semiconductor company and the industry’s leading supplier of television-grade hybrid receivers. Headquartered in Markham, Canada, the company is focused on leading-edge RF, analog and digital signal processing architectures for consumer markets and has set the new benchmark for picture quality at the lowest system cost. Fresco Microchip’s customers include the world's largest tuner manufacturers who supply leading consumer electronic brands. Fresco Microchip has design centers in Ottawa, Canada and Irvine, California. For more information visit: [www.frescomicrochip.com](http://www.frescomicrochip.com).

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