



NEWS ANNOUNCEMENT For Immediate Release

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Fresco Microchip Appoints Patrick Leung as Chief Financial Officer

TORONTO, Canada, October 27, 2010 – [Fresco Microchip Inc.](#), a developer of leading-edge RF, mixed-signal and digital signal processing integrated circuits, today announced the appointment of Patrick Leung as chief financial officer (CFO). Mr. Leung brings 20 years of experience in financial management and investment banking in both private and public companies, including serving as the CFO for Tristan Capital and Rockwater Capital.

"Patrick's deep knowledge of finance, strategic planning and business management, coupled with his proven track record of building successful technology and financial services companies, makes Patrick a great fit with our organization," said Lance Greggain, chief executive officer of Fresco Microchip. "With our market leadership in multiple TV markets well-established, the timing is ideal for us to leverage Patrick's strengths to execute our short-term and long-term market and product expansion plans."

In his role as CFO, Mr. Leung will be responsible for the company's finance, treasury, investor relations, information technology, and administration functions.

Mr. Leung joins Fresco from Tristan Capital Inc. (formerly ATX Incorporated), a leading provider of broadband cable and television broadcast solutions, where he served as CFO. In that role, Leung oversaw finance, administration, and human resources and

was responsible for harvesting the company's investments and achieving a liquidity event for Tristan's shareholders.

Prior to Tristan Capital, Mr. Leung was one of the founding members of Rockwater Capital. As acting CFO, he transitioned the company from a start-up organization to a leading independent financial services company. In addition, Mr. Leung is a seasoned investment banker with experience at both Merrill Lynch and Rockwater Capital.

"Fresco has experienced phenomenal growth in the last 12 months with designs at several of the most recognizable television brands in the world," said Leung. "The company has clearly articulated its strategy for long-term competitive sustainability and has a great track record of pragmatic execution to meet demanding market requirements. I look forward to working with a great team as the company enters its next phase of growth."

Mr. Leung is a chartered accountant and chartered financial analyst and holds a bachelor's and master's of accounting from the University of Waterloo.

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, California. For more information visit: www.frescomicrochip.com.

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