



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

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### **Fresco Microchip to Present at Pacific Crest's 12th Annual Technology Leadership Forum**

**TORONTO, Canada, August 6, 2010** – [Fresco Microchip Inc.](http://www.frescomicrochip.com), a developer of leading-edge RF, mixed-signal and [digital signal processing](#) integrated circuits (ICs), today announced that Lance Greggain, CEO, president and co-founder, will present at Pacific Crest's 12th Annual Technology Leadership Forum on Monday, August 9, 2010 in Vail, Colorado.

The presentation is scheduled for 1:30 PM Mountain time. For more information please visit [www.frescomicrochip.com](http://www.frescomicrochip.com).

#### **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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