



NEWS ANNOUNCEMENT For Immediate Release

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FRESCO MICROCHIP NAMED FINALIST FOR 2010 RED HERRING GLOBAL 100 AWARD

TORONTO, Canada, January, 5, 2011 – [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 that it has been selected as a [Finalist](#) for Red Herring's Top 100 Global Award, a prestigious list honoring the year's most promising private technology ventures from around the world.

The Red Herring editorial team selected the most innovative companies from a pool of 1,200 companies from across the world – the Finalists from its Red Herring Asia, Europe and North America Awards. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list an important instrument for discovering and advocating the greatest business opportunities in the industry.

“When we founded Fresco, our goal was to redefine the multibillion dollar television tuner/demodulator paradigm,” said Lance Greggain, CEO, president and co-founder of Fresco Microchip. “Today, we are pleased to say that the top tuner manufacturers are in production using Fresco inside. Our success is due not only to great

technology but also to our tremendous team of people. We're honored to be a finalist for such a prestigious award."

Finalists for the award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition and financial health. During the several months leading up to the announcement, hundreds of companies in spaces such as mobile, security, Web 2.0, software, hardware, biotech and clean tech sent in their submissions to qualify for the award.

"2010 was very difficult but extremely rewarding," said Alex Vieux, publisher and CEO of Red Herring. "Despite lingering effects of the global economic situation, there are many great companies producing truly innovative and amazing technologies, to the extent that we had a hard time narrowing the pool and selecting the finalists. Fresco Microchip shows great promise and therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Winners of the Top 100 Global Award."

The Finalists are invited to present their winning strategies at the Red Herring Global forum in Los Angeles, January 24-26, 2011. The Top 100 Winners will be announced at a special awards ceremony on January 26 at the event.

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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