



Press Release

17 March 2009

San Diego California — Rapid Bridge LLC, a premier provider of IP, today announced two new plans to meet the needs of SoC customers:

The Value Plan — Enables our customers to use our entire IP portfolio (IOs, USB 2.0/3.0, DDR2/3, SerDes, etc.) for a fixed fee, offering great value. The value plan reduces your IP bill; for example, the IP bill for an SoC chip utilizing DDR2, USB2.0 and SerDes is ~\$750K. The Value Plan offers the same combination, *plus* the additional IPs needed for tape-out at a price that is far below the \$700K mark.

The Innovate Plan — In the spirit of partnership and to encourage innovation, this plan offers our customers the option to only pay 50% of the IP fees at engagement time, and the remainder when they go to production.

"We truly believe in partnerships, and our Innovate Plan clearly tells our customers that 'We will help you succeed, because your success is our success'" said Rick Horner, Rapid Bridge Sales Executive.

"As far as I know, the Innovate Plan remains unique; there is nothing else out there like it (that I know of), so it is exciting for us and for our customer during the current times".

"Our broader aim is to lower barriers of entry and unleash innovations. I think we have achieved this with our new pricing plans. Both Value and Innovate plans create tremendous value for our customers," said Randy Wayland, Rapid Bridge's Technical Marketing Director.

About Rapid Bridge LLC

Rapid Bridge is a privately-held corporation providing solutions at 65 nm, 90 nm and beyond. The company has developed a patented chip-level approach to IC development that dramatically outperforms the industry on speed, area and power. For additional information, please contact Alex Mazloom at Rapid Bridge or refer to our website:

<http://www.rapidbridge.com>

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