



Mirics appoints senior electronics industry executive to drive North American and European business development

Jay Nunez brings microprocessor, wireless and graphics chip experience to role

Fleet, UK, and Boston, USA, 6th July 2009: Mirics Semiconductor has appointed Jay Nunez as VP Americas and EMEA to spearhead the company's commercial growth in these two mature and lucrative regions of the world. Nunez was previously VP North American Sales and Marketing for processor company Advanced Micro Devices (AMD), having originally served graphics chip specialist ATI Technologies as VP World Wide OEM Sales prior to its merger with AMD.

Nunez is a highly experienced electronics industry executive with a track record of successfully implementing and executing business strategies to revenue within global corporations such as AMD, ASAT, National Semiconductor, Wavecom and Motorola Semiconductor. Commenting on the appointment, Simon Atkinson, CEO Mirics, said: "We are extremely pleased to welcome Jay to the executive team at Mirics. His wealth of commercial experience and success within the wireless, processor and electronics service industries have equipped him well to guide Mirics through the business challenges as we continue to extend the commercial reach of our hardware and software technology."

Nunez added, "I am extremely excited by the potential of Mirics' radical FlexiTV™ technology. By leveraging the latent performance of existing processor technologies within portable devices, Mirics is enabling consumer electronics manufacturers to add wireless content delivery functionality at price points previously unseen in the industry. The Americas and EMEA regions represent a large commercial opportunity for Mirics, and I am looking forward to working with the team to bring further successes."

Mirics' FlexiTV™ provides a complete system solution integrating RF and mixed signal silicon with software demodulation technology to enable global TV and radio broadcast reception in portable devices at a revolutionary price point, and has already gained commercial traction within Asia. With the appointment of Nunez, Mirics has affirmed its dedication to addressing the other geographical growth regions for its technology.

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About Mirics

Mirics provides total system solutions for converged wireless connectivity on portable consumer electronic devices such as Notebook PCs, Media Players and Cellphones. The initial focus of the company is the delivery of free-to-air broadcast services and content to portable computing and communications devices. With development, support and sales operations in USA, UK, Hong Kong, China and Taiwan, Mirics has brought together a strong team with extensive experience in delivering high performance integrated circuits and algorithmic IP into high volume wireless, broadcast and cellular applications.

Mirics has secured funding from an eminent investor team comprising Acacia Capital Partners, Intel Capital and Pond Venture Partners. Mirics secured \$7 million of financing in January 2009, bringing total investor financial support to \$22 million.

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