



Mirics expands Asia team with key executive hire

Mirics support customers and partners with an Asia-based Sales and FAE team

Fleet, UK, 24th June 2008: Mirics Semiconductor has expanded its executive team with the appointment of Dr Joseph Chu as VP Asia Pacific, based in Hong Kong. Chu will be responsible for developing Mirics' global broadcast receiver business in Asia Pacific.

Chu has over 20 years semiconductor industry experience, the past 15 focused on sales and marketing roles within the Asia region. He has held senior positions within global corporations, including ST Microelectronics Telecom Segment (formerly Alcatel Microelectronics), where he headed the Wireless Infrastructure Business Unit based in Shanghai, and Harris Semiconductor (now Intersil), where he was responsible for sales and marketing for the Central Asia region. Additionally, Chu has held Asia-based commercial management positions at AT&T, Vishay Inc. and IDT Inc.

“Joseph has great experience of building pre- and post-sales support infrastructure for semiconductor companies within Asia,” said Mirics CEO Simon Atkinson, “and this will be invaluable to Mirics as commercial opportunities continue to grow in the APAC region for our innovative products. By locating our head of Asia Pacific business in the region, Mirics can ensure it builds the best local support team and channels to market to respond quickly to customer and partner needs.”

Chu commented, “This is an exciting time for me to join Mirics. The company’s FlexiRF™ poly-band tuners and recently announced Mirics FlexiTV™ platform for notebook PCs deliver excellent solutions for Mirics to win and grow business in the Asia Pacific region. In particular, Taiwan and China will be the major initial focus, and over the coming quarter, I will be growing the technical, sales and distribution teams in the region to further support our customers and partners.”

In addition to the appointment of Chu, Mirics also recently appointed field applications engineers in Shanghai, China and Seoul, Korea.

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About Mirics

Mirics Semiconductor Inc. is a venture-backed fabless semiconductor company developing innovative RF silicon and software solutions to bring nomadic global broadcast reception to portable and PC platforms. Founded in April 2004 and based in Hampshire, UK, Mirics has brought together a strong development and operations team with extensive experience in delivering high performance integrated circuits and algorithmic IP into high volume wireless, broadcast and cellular applications.

Mirics was originally backed with Series A funding from Pond Venture Partners, Europe's largest early-stage technology fund. In August 2007 the company closed a \$12m Series B round securing backing from Intel Capital, the global investment arm of Intel Corporation, Acacia Capital Partners, and further investment from Pond Venture Partners.

Based upon projections from analysts such as IDC and Gartner, Mirics expects the PC TV market to exceed 32 million shipments (OEM + retail) by 2010.

www.mirics.com

Further information:

Chet Babla, Mirics Semiconductor, Oakmere, Barley Way, Ancells Business Park, Fleet, Hampshire, GU51 2UT. Tel: +44 (0) 7739 108 648. Email: press@mirics.com

Press information:

Chris King, EML, The Albany Boathouse, Lower Ham Road, Kingston, KT2 5BB. Tel: +44 (0)20 8408 8000. Email: mirics@eml.com