



Mirics appoints Korean distributor I&C Microsystems

Korean market a key target for Mirics' universal broadcast receivers

Fleet, UK, 14th January 2008: Mirics Semiconductor, a UK-based provider of innovative silicon devices for the mobile broadcast receiver market, is partnering with leading Korean Semiconductor distributor I&C Microsystems. I&C will support Mirics' sales efforts in Asia, helping the company to exploit business opportunities for its advanced universal broadcast receiver technology in Korea's domestic DMB mobile TV market and the DVB-H/T module export market.

I&C, which is headquartered in Seoul, South Korea, is the second new company to join Mirics' global distributor network in the last 12 months, following ELJ's appointment in Japan. I&C was specifically chosen for its strong technical support and established channels into the volume consumer electronics market.

"Korea is a relatively mature market for mobile TV and houses some of the world's leading manufacturers of mobile phones and other portable devices," explained Simon Atkinson, CEO, Mirics. "With our tuners we have phenomenally strong technology and by partnering with I&C we now have the commercial connections we need to establish fruitful and long-term business relationships with some of Korea's top technology companies."

"We are very pleased to be working with such a fast-growing and exciting UK company," said E.S Choi, President & CEO, I&C Microsystems. "DMB is popular in the domestic Korean market, integrated into products like navigation devices and mobile phones. There are also a number of potential customers based in Korea, exporting DVB-H/T and ISDB-T modules. As Mirics' support all these standards with a single competitive device, we have already seen great interest in the technology."

Mirics' MSi001 and MSi002 tuners enable the development of high performance receiver solutions for cost and size sensitive consumer electronics applications including cellular handsets, portable radios, PMPs, notebook and desktop PCs, PDAs and USB TV dongles. The tuners offer

high performance across the entire frequency spectrum from LW to L-band, delivering global digital and analogue terrestrial broadcast reception in multiple broadcast standards including DVB-H, ISDB-T (1-, 3- & 13-seg), T-DMB, MediaFLO, DAB, DRM, AM and FM. The devices' unique FlexiMode™ architecture allows multiband, multi-mode products to be developed, meaning OEMs can leverage the cost benefits of a platform-based product strategy by only requiring a single tuner for multiple product applications. Performance is delivered without sacrificing the key requirements battery powered consumer electronics devices: low power consumption, small solution footprint and low solution cost.

---ends---

About Mirics

Mirics Semiconductor Inc. is a start-up RF and mixed signal fabless semiconductor company delivering innovative solutions for the mobile broadcast receiver market segment. Founded in 2004 and based in Hampshire, UK, Mirics has brought together a strong silicon development team with extensive experience in RF technology, wireless/algorithms, IP, silicon delivery and system architecture. Mirics' first commercial product, the MSI001, is the world's first true poly-band tuner and represents the most technologically advanced product of its type.

Mirics was originally backed with Series A funding from Pond Venture Partners, Europe's largest early-stage technology fund. The company has recently 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.

Operating in portable and mobile broadcast receivers, a market segment that is conservatively expected to exceed \$1 billion by 2010, Mirics is well positioned to gain an important first mover advantage in this rapidly emerging market segment.

www.mirics.com

About I&C Microsystems

In concert with world's prominent semiconductor and related companies, I&C launched the business to make domestic electronics/telecommunications field advanced through providing leading technologies include semiconductors, software solutions to Digital Consumer Electronics/Telecommunications industry, R&D institutes in Korea.

Not only providing product and solutions, I&C is managing FPGA Design Service Center and Training Center to support customers. I&C will do best to provide customers with high quality products along with prompt services as has done in the past. I&C's goal is to become a leading solution provider of hightech products and technologies which enable customers to reduce developing cost, risk, and time to market.

www.inc.co.kr

Further information:

Ralph Weir, Mirics Semiconductor, Oakmere, Barley Way, Ancells Business Park, Fleet, Hampshire, GU51 2UT.

Tel: +44 (0) 7796 307945. Email: ralph.weir@mirics.com
Website: www.mirics.com

JonyKim and Dustin Woo, I&C Microsystemsco., Ltd. Korea, Seoul, Seocho-gu, Yangjae-dong,
Bethel B/D 324-1, #601
Tel: +82 (2) 577-9131 Email: jonykim@inc.co.kr dustin@inc.co.kr
Website: www.inc.co.kr

Press information:

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