

## **Key ASIC has Selected Mixel to Develop and License Advanced Mixed Signal IPs for Silterra Foundry**

**Key ASIC, a premier fabless ASIC company has entered into an IP development partnership with Mixel in developing and licensing general purpose Transceivers, SerDes and Analog block IPs.**

**San Jose, CA, March 15, 2007** – Mixel Inc. today announced a Silicon Intellectual Property Partnership with Key ASIC, Inc. of Santa Clara, CA. Mixel is licensing Interface Transceivers, Serializer/Deserializer, and Analog IPs to Key ASIC. Key ASIC is making these IPs available to its customers. The IPs have been fabricated using Silterra's 0.18 micron and 0.13u CMOS processes and silicon validation reports are now available.

"Key ASIC is focused on providing design solutions to customers developing products for consumer, wireless, and portable applications", said Alan Aronoff, Vice President of Marketing and Business Development for Key ASIC. "Of the mixed-signal IP providers, we were impressed with the quality and technology of Mixel's IPs and their outstanding customer support"

"We are delighted to be chosen by Key ASIC to provide a wide range of mixed signal IPs" said Ashraf Takla, President and CEO of Mixel Inc. "Key ASIC is one of the premier fabless ASIC companies, focusing on high quality solutions for the consumer market. Key ASIC worldwide customer base can now take advantage of Mixel's high performance IPs offerings" he added.

### About Mixel

Mixel is a leading provider of silicon-proven mixed-signal IP cores that provides its customers and partners with outstanding mixed-signal IP cores, creating in the process a differentiating technology that help set their products apart. Mixel's mixed-signal IP portfolio includes SerDes (compatible with PCI Express, SATA, RapidIO, XAUI, Fiber Channel), Transceivers (LVDS, MIPI, MDDI, DDR2, PCI-X, SSTL, HSTS, CE-ATA, CardBus, Parallel ATA), PLL, DLL, ADC, DAC, Low-voltage detectors and BGR references. More information on Mixel products can be found at [www.mixel.com](http://www.mixel.com).

### About Key ASIC

Key ASIC is a privately held fabless ASIC company providing high-performance, low-power ASIC design and manufacturing services for consumer, wireless and personal electronics applications. With proven silicon and a broad, domain-specific IP platform covering digital, mixed-signal and peripheral component IP blocks, Key ASIC offers superior design flow and optimization technology to quickly and cost-effectively meet system-on-chip (SoC) requirements for high-volume, high-performance, and low cost consumer applications. Please visit Key ASIC at [www.keyasic.com](http://www.keyasic.com).

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