

Press Release

For Immediate Release

Aspex Appoints Jeremy Hendy as VP Marketing

Buckinghamshire, UK - 11th May 2004 – Aspex Semiconductor™, a UK-based fabless semiconductor company developing leading-edge “Extreme Processors” today announced the appointment of Jeremy Hendy as Vice President of Marketing. Hendy will lead efforts to expand Aspex markets into new areas and grow Aspex position in the high performance, software programmable processor market place.

Hendy is charged with taking the Aspex products into new areas such as networking, security, media servers and the \$1Bn medical imaging market, where Aspex customers have already shown significant interest in the technology.

Prior to joining Aspex, Hendy held several positions in Texas Instruments' UK wireless marketing group, followed by 10 years at Symbionics, the wireless & digital TV design house (acquired by Cadence in 1998) serving as Business Director.

Aspex CEO, Paul Greenfield says “We are extremely pleased to have Jeremy join our senior management team. Jeremy has extensive operational and executive experience and we are confident that he will help Aspex further broaden our market opportunities.”

Hendy is enthusiastic about his new role at Aspex. "What attracted me to Aspex was the clear benefits our technology is already delivering to customers, in terms of product cost, time to market, and reduced risk." said Hendy. "ASIC NRE charges are getting out of reach of most customers, and product designers are increasingly being forced to use expensive FPGAs. Aspex' software programmable approach lets customers develop high-performance products much faster, and easily add new features without the headaches of trying to partition the design across multiple FPGAs".

"And for me, the magic bit is the plug-and-play scalability that Aspex' Linedancer chips deliver - if a customer needs to increase performance, he can keep adding Linedancer chips to the board; the application performance increase is linear, and there is no need to change any software - all the partitioning is done automatically at run-time. Equally, if customers have developed high-end products for professional applications, they can easily create a lower cost version for prosumer or consumer markets just by taking chips off the board."

About Aspex Semiconductor

Aspex Semiconductor is a leading edge fabless semiconductor company specialising in the delivery of high performance programmable processors.

Aspex enable customers to reduce component costs, shorten time to market and reduce risk by moving to software defined applications. In addition, the company offers services to speed adoption of Aspex products. Aspex Semiconductor has demonstrated its architecture in the market place and by optimising the unique benefits of the Aspex processor family, customers are able to keep pace with the most demanding market conditions.

Headquartered in Buckinghamshire, UK, Aspex serves clients and partners worldwide. For further information visit the Aspex Semiconductor website on www.aspex-semi.com

- Linedancer™; based on patented associative string processing architecture (ASProCore™), Linedancer is a fully software programmable scalable processor.
- Accelera™; Aspex software and system development platform for rapidly developing software and prototypes around Linedancer.
- Activate™; Aspex end to end software development environment with GNU based development tools.

Aspex Technology Limited. Registered in England and Wales no.3469577. Aspex Semiconductor is the trading name of Aspex Technology Limited.

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