



## **IPextreme Expands Global Presence by Signing Sital to Represent them in Israel**

**CAMPBELL, Calif. – August 9, 2007** – IPextreme® Inc, a semiconductor Intellectual Property (IP) licensing specialist, today announced that it has signed Sital Technology as its representative to further expand the company's worldwide sales presence. IPextreme has a large and growing portfolio of high-value IP originally developed and proven by large semiconductor companies. Starting immediately Sital Technology will be selling the entire line of IPextreme products in Israel. IPextreme is headquartered in Campbell, CA in the Silicon Valley and already has design centers and with sales and support operations in Munich, Germany, and Tokyo, Japan; and representatives in Taiwan and Korea.

"IPextreme is at a very exciting juncture in its growth, building great momentum with our model of bringing to market IP from leading semiconductor companies," commented Jerry Ardizzone, vice president of worldwide sales at IPextreme. "Partners like Freescale and Infineon have embraced this model and made multiple IP product lines available through us and in turn we see many more system-chip design companies interested in accessing this great technology. With many exciting chip development projects now taking place in Israel, I'm very pleased to have such a respected company as Sital join our channel."

### **About Sital Technology**

Sital technology Ltd. is a leading provider of tools and services for the electronic R&D industry in Israel. Sital combines representation of leading EDA vendors such as Mentor Graphics, Opnet, ClioSoft, with training capabilities for design languages and a high-level design center for HDL, PCB and Network design projects. Sital's customers range from small businesses to the largest corporations in Israel, who rely on Sital's products portfolio, vast experience, excellent technical support capabilities and commitment to go the extra mile in providing the right solution at the right time.

**About IPextreme Inc.**

IPextreme brings high-value intellectual property (IP) from large semiconductor companies to system-on-chip (SOC) designers worldwide. These products are silicon proven to minimize design risk and time to market. The IP is provided in a process independent and EDA neutral format, accelerating integration and making the IP easy of use by the broadest range of customers. With a decade of experience in developing, packaging, licensing and supporting IP, our team offers a complete solution for designers. IPextreme has offices in Campbell, California; Munich, Germany and Tokyo, Japan and representatives in Israel, Korea and Taiwan. [www.ip-extreme.com](http://www.ip-extreme.com)

Karen P. Crannell  
IPextreme Inc  
408 540 0096  
[karen.crannell@ip-extreme.com](mailto:karen.crannell@ip-extreme.com)

Annette Bley  
Annette Bley PR  
For IPextreme in Europe  
+44 (0)20 7482 4800  
[annette@annettebleypr.com](mailto:annette@annettebleypr.com)

IPextreme is a registered trademark of IPextreme Inc. All other trademarks and registered trademarks are the property of their respective owners.

###