

## **Genum and CellPoint Reach Definitive Agreement for Purchase of Consumer Headset Product Line**

BURLINGTON, ON - August 9, 2007 - Genum Corporation (TSX: GND) and CellPoint Connect AB, announced today the companies have reached a definitive agreement for the purchase of Genum's consumer headset product line. This sale follows Genum's June announcement that the company is streamlining its portfolio to focus on its high-speed mixed-signal products for the video and data communications markets.

"While Genum has been an innovator in technologies and products for audio and wireless applications, we are more closely focusing on our high-speed mixed-signal products," said Dr. Franz Fink, President and CEO of Genum. "Our award-winning consumer headsets are recognized in the industry for having outstanding noise cancellation technology and ease-of-use. These features are key differentiators to CellPoint and are an ideal complement to their current portfolio of Bluetooth®-enabled headset offerings."

Genum's consumer headset line includes the nXZEN™ and nX 6000™ products, all incorporating Bluetooth technology. CellPoint currently offers the Flamingo line of headsets and is set to launch a new lifestyle brand "Happy Ear."

"CellPoint has established itself as a leader in Bluetooth products, delivering an ergonomically superior approach to wireless headsets," said Michael Mathiesen Chairman and President of CellPoint. "With the acquisition of Genum's headset product line and associated technologies, we are now well positioned to move into the next phase of growth, as we expand our brands and offerings to the digital wireless market. We believe the combination of technologies will deliver an unprecedented consumer experience."

It is anticipated the transaction will close in the next 3 weeks. Terms of the agreement were not disclosed.

### **About Genum**

Genum Corporation (TSX: GND) is a leading designer and manufacturer of semiconductor solutions for the global video, data communications and audio markets. A winner of a Technical Emmy® award for advances in high definition (HD) broadcasting, Genum's broad portfolio of products and technologies include image processors, video timing and transport products, ICs for optical transceivers, backplane interconnects and low power digital signal processing (DSP) solutions. Genum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Japan and the United Kingdom. [www.genum.com](http://www.genum.com)

### **About CellPoint Connect AB**

CellPoint Connect AB is a publicly listed Swedish company ([www.aktietorget.se](http://www.aktietorget.se); CPNT) with headquarters in Copenhagen, Denmark and offices in Oslo, Stockholm, Miami and Shenzhen, China. The company designs, develops, manufactures and markets wired and Bluetooth® enabled wireless headsets/earphones. See [www.cellpoint.com](http://www.cellpoint.com).

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