



Gennum nXZEN™ Bluetooth® Headset Now Sold at Fry's Electronics

Retailer Focused on Needs of High Tech Professionals Selects Advanced Noise Cancellation Wireless Headset to Sell Nationwide

Burlington, ON – March 1, 2006 – Gennum Corporation (TSX: GND), a leading provider of technology for personal audio products, today announced that Fry's Electronics, a national retailer known for their commitment to providing advanced technology to savvy consumers, will sell the nXZEN™ Bluetooth headset. The nXZEN™ provides users with powerful noise cancellation technology, and the ability to connect to MP3 players for stereo music listening and one-touch call answering – features that set it apart from all other headsets on the market.

Fry's Electronics was founded in 1985 in Sunnyvale, California and has since expanded to 32 retail superstores in nine different states. They will sell the nXZEN™ in all of their stores, and on their retail website, Outpost.com.

“From their beginnings as the preferred personal technology vendor to the Silicon Valley cognoscenti, Fry's has always been known for their ability to recognize the most advanced and useable products,” said Ian McNaughton, Director Consumer Marketing, Audio and Wireless Division, Gennum. “Fry's customers across the US now have the opportunity to realize the advantage that Gennum's powerful noise cancellation headset brings to their business and personal lives.”

The nXZEN™ has nearly four times the noise cancellation capability of any other Bluetooth® headset. This noise cancellation is accomplished using the industry's most powerful digital signal processor (DSP) and an advanced algorithm that works with a unique two-microphone array. The microphones sample two separate points in space, allowing the processing power of the 120MIP DSP and algorithm to target the speaker's voice and eliminate unwanted noise. This provides high voice quality in both quiet and loud environments such as automobiles and crowded areas, where most headsets fail.

The nXZEN™ PLUS can also be connected to any MP3 or CD player with a mini stereo jack and an additional ear bud, for stereo listening and the ability to mute music and answer incoming calls with the touch of a single button – eliminating the need to carry additional headphones.

About Gennum Corporation

Gennum Corporation designs, manufactures and markets industry-leading semiconductors and semiconductor-based products for leading segments of the global video, audio, and data communications markets. The Company's understanding of the unique needs of its targeted markets allows it to deliver high performance solutions that provide superior value.

Gennum serves an international customer base from its head office in Burlington, Canada, and subsidiaries in Japan and the United Kingdom. The Company has design centres in Burlington and Ottawa, Canada, and in the United Kingdom. For more information, please visit www.gennum.com and www.nxzen.com.

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This document may contain forward-looking statements relating to Gennum's goals, strategies, financial condition and results as well as the environment in which Gennum operates, investments, and litigation in which Gennum is involved, which may involve estimates, forecasts and projections. Forward-looking statements may include words such as "plans", "intends", "anticipates", "should", "estimates", "expects", "believes" and similar expressions. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict and/or are beyond Gennum's control. A number of important factors could cause actual outcomes and results to differ materially from those expressed in these forward-looking statements. These factors include those set forth in Gennum's public filings. Consequently, readers should not place any undue reliance on such forward-looking statements. In addition, these forward-looking statements relate to the date on which they are made. Gennum disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

nXZEN™ and FRONTWAVE EXTREME™ are trademarks of Gennum Corporation and Bluetooth® is a registered trademark of the Bluetooth SIG, Inc.

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