

# **Gennum Extends Global Presence in Asia and North America**

**Responds to growing demand for high-speed mixed signal solutions with new offices in Taiwan, Korea and Silicon Valley**

BURLINGTON, ON - August 22, 2007 – Broadening its global presence in response to increased demand for its semiconductor solutions in the video and data communications markets, Gennum Corporation (TSX: GND) has significantly expanded its global presence in Asia and North America. The company has established new offices in Korea and Taiwan, added new sales leadership and is opening an office in California's Silicon Valley in order to better serve its global customers.

"We are continuing to broaden our global presence in order to better support our growing customer base in the video and data communications markets," said Klaus Mueller, Senior Vice President of Global Sales for Gennum. "We are well positioned to capitalize on the rising demand for high-speed mixed signal technologies and products in Asia and North America. Indeed, our global sales organization is mirroring this evolution as we continue to add resources and support in regions critical to our future growth."

Underscoring Gennum's focus on its international sales efforts, the new offices and key appointments follow Gennum's recent announcement that it had selected BFi OPTiLAS, a leading systems solutions distributor based in France, to represent the company's data communications product portfolio throughout Europe and Israel.

## **Securing Top Semiconductor Talent to Drive Sales Efforts**

To manage and staff the new regional offices and expanded sales organization, Gennum is announcing several key appointments to its sales staff. Service to the company's Korea customers will be based out of a new office located in Seoul, Korea. The office will be led by 30-year industry veteran, Jae-Boo Lee. As Country Sales Director, Lee is tasked with developing and executing strategic initiatives that will enable Gennum to rapidly expand its sales and marketing activities in Korea.

Lee has extensive background and in-depth knowledge of the data communications and semiconductor markets, having held key engineering and business management positions with several high-profile companies. He comes to Gennum from Freescale Korea where, as country manager and sales director, he established a new design center and was responsible for developing and maintaining strong relationships with industry-leading Korean customers. He has also held positions with National Semiconductor, Advanced Micro Devices and Texas Instruments.

Gennum's Asia-Pacific customers will be supported by a new office located in Taipei, Taiwan. Gennum has appointed George Lo as the company's new Regional Sales Director. Lo has extensive experience in voice and data communications, having spent six years with Nokia. As a senior partner manager for Nokia, he was responsible for establishing and maintaining relationships with key telecommunications service providers in Taiwan. Lo has also held sales and engineering positions with Quanta Computer and ADI Communications Inc.

Gennum's expanded global presence complements its existing offices in Canada and the United Kingdom. Additionally, service and support to customers in Japan will continue to be based out of the company's Tokyo office, led by Mitsuo Ohtsuka in the role of Vice President, Gennum Japan.

**About Gennum**

Gennum 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, Gennum's broad portfolio of products and technologies include image processors, video timing and transport products, IC's for optical transceivers, backplane interconnects and low power digital signal processing (DSP) solutions. Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Japan and the United Kingdom.  
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