Design Automation Conference and Electronic Design Automation Consortium Host DAC 2010 Kick-Off Reception
Customers ARM, Intel, NVIDIA, QUALCOMM, STMicroelectronics
Celebrate EDA Vendors

SAN JOSE, Calif. — May 19, 2010 — The Executive Committee of the Design Automation Conference (DAC) and the EDA Consortium (EDAC) will host their annual Kick-Off Reception at this year's conference in Anaheim, California. The reception will be held at the Hilton Anaheim at 6:00 p.m. on Sunday, June 13, 2010, and for the first time ever is being sponsored by EDA customers under the theme "Customers Celebrate EDA Vendors."

"A positive sentiment is building between semiconductor leaders and the EDA community," says Kathryn Kranen, vice-chairperson of the EDA Consortium and board sponsor of the EDAC tradeshow committee. "As the semiconductor business continues to increase from a year-long global slump, major leaders in that industry have stepped forward with a symbolic gesture to thank EDA vendors for their continued innovation and support. The *Customers Celebrate EDA Vendors* sponsorship is a testament to both communities and to the significance DAC plays in bringing customers and vendors together each year."

The DAC 2010 Kick-Off Reception contributing sponsors are:

- ARM Ltd
- Intel Corporation
- NVIDIA Corporation
- Qualcomm Incorporated
- STMicroelectronics

Rahul Goyal, Director of EDA Business at Intel Corporation said, "Intel is pleased to co-sponsor the kick-off event at DAC. We want to thank all our EDA partners for their incredible hard work in supporting us. We value this partnership very much."

Other enthusiastic sponsors echoed Rahul's sentiment by sharing why they came forward to sponsor the industry mixer. For instance, Dr. John Goodenough, Worldwide Director of Design Technology at ARM Ltd., said, "DAC is a great celebration of design technology showcasing how partnerships between the EDA and IP Industries fosters creativity and enables the industry

to successfully design products which change the way the world communicates. ARM is proud to stand in support of our EDA partners and co-sponsor this opening event."

"It's an honor for us to help support DAC, which is one of our industry's most important events," added Chris Malachowsky, Co-Founder, Fellow, and Senior Vice President of Engineering and Operations at NVIDIA Corporation. "The EDA Consortium is a powerful force in driving innovation and it will continue to play a critical role in the progress of the entire semiconductor industry."

Philippe Magarshack, Technology R&D Group Vice-President and Central CAD & Designs Solutions General Manager at STMicroelectronics, stated, "There's nothing else like DAC. You can fit so many networking and collaboration opportunities into three short days. The enthusiasm, creativity, and hard-working people at DAC epitomize what makes EDA such a dynamic business. ST is delighted to co-sponsor the DAC kick-off event as a way to congratulate and thank our EDA partners!"

"The EDA community continues to provide innovative solutions to address increasing design challenges, making it possible for Qualcomm to keep delivering great products with improved quality at a shorter time to market," said Ziad Mansour, Senior Vice President of engineering for Qualcomm CDMA Technologies.

Sachin Sapatnekar, General Chair of the 47th DAC said, "DAC is the top forum in the industry for bringing together customers and EDA vendors. DAC's rich array of technical sessions acts as an incubator for new ideas. Over time, these mature into new offerings for customers on the exhibit floor. The Executive Committee greatly appreciates the positive gesture of cooperation between the sponsors of this year's Kick-Off Reception event. We thank them for supporting DAC in its role as the meeting place for electronic design and design automation."

About the Kick-Off Reception:

When: Sunday, June 13, 2010

Where: Hilton Anaheim
               Pacific Ballroom
               777 Convention Way
               Anaheim, Calif., 92802

Agenda: Reception 6 p.m. PDT

Cost: No charge

R.S.V.P.:   Must register online at: http://www2.dac.com/kick_off+reception.aspx

About the EDA Consortium

The EDA Consortium is the international association of companies that provide design tools and services that enable engineers to create the world's electronic products used for communications, computer, space technology, medical, automotive, industrial equipment, and consumer electronics markets among others. For more information about the EDA Consortium, visit www.edac.org.

About DAC

The Design Automation Conference (DAC) is recognized as the premier event for the design of electronic circuits and systems, and for Electronic Design Automation (EDA) and silicon solutions. A diverse worldwide community representing more than 1,000 organizations attends each year, represented by system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives to researchers and academicians from leading universities. Close to 60 technical sessions selected by a committee of electronic design experts offer information on recent developments and trends, management practices and new products, methodologies and technologies. A highlight of DAC is its Exhibition and Suite area with approximately 200 of the leading and emerging EDA, silicon, IP and design services providers. The conference is sponsored by the Association of Computing Machinery/Special Interest Group on Design Automation (ACM/SIGDA), the Electronic Design Automation Consortium (EDA Consortium), and the IEEE Council on Electronic Design Automation (CEDA).

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