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Simon Segars (ARM) Joins the EDA Consortium Board of Directors

SAN JOSE, Calif., May 10, 2011 – The Electronic Design Automation (EDA) Consortium announced today that it has appointed Simon Segars, ARM Executive Vice President and General Manager, Physical IP Division, to its board of directors to serve the organization through the spring of 2012.

"The EDA Consortium is pleased to welcome Simon Segars of ARM to the EDAC Board of Directors," said Robert Gardner, EDA Consortium executive director. Robert continued, "Segars brings a wealth of technical and business experience to the EDAC board, especially regarding Semiconductor Intellectual Property. We are grateful Simon is able to join the board to help EDAC champion the interests of the EDA and SIP community during these dynamic times." Serving with Simon Segars are fellow board members:

- **Walden C. Rhines**, EDA Consortium chairman, and chairman and CEO of Mentor Graphics Corporation
- **Kathryn Kranen**, EDA Consortium vice-chairman, and president and CEO of Jasper Design Automation, Inc.
- **Lip-Bu Tan**, EDA Consortium vice-chairman, and president and CEO of Cadence Design Systems, Inc.
- **Edmund Cheng**, EDA Consortium director, and president and CEO of Gradient Design Automation, Inc.
- **Dane Collins**, EDA Consortium director, and CEO of AWR, Inc.
- **Aart de Geus**, EDA Consortium director, and chairman and CEO of Synopsys, Inc.
- **John Kibarian**, EDA Consortium director, and president, CEO and co-founder of PDF Solutions, Inc.
- **Ravi Subramanian**, EDA Consortium director, and president and CEO of Berkeley Design Automation, Inc.

"The EDA Consortium has played a significant role in steering the direction of leading design tools and services that have enabled the rapid development of innovative consumer electronics," said Simon Segars, Executive Vice President and General Manager, ARM, Physical IP division.

"It is an honor to be named to the board of directors of the EDA Consortium. Semiconductor IP is an important part of the EDA and design ecosystem, and I look forward to adding my experience and perspective to the EDAC board as we continue to advance the EDA, silicon manufacturing, and electronics industries."

Simon Segars joined the ARM board in January 2005 and was appointed EVP and General Manager of the Physical IP Division in September 2007. He has previously been EVP, Engineering, EVP, Worldwide Sales and latterly EVP, Business Development. He joined ARM in early 1991 and has worked on many of the ARM CPU products since then. He led the development of the ARM7 and ARM9 Thumb® families. He holds a number of patents in the field of embedded CPU architectures and serves on the SOI Industry Consortium board.

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, or call (408) 287-3322..

About ARM

ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 32-bit RISC microprocessors, graphics processors, video engines, enabling software, standard cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies. More information on ARM is available at www.arm.com.

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