



Embedded security you can trust

Press Release

CRESCENDO TECHNOLOGIES AND ELLIPTIC PARTNER TO TACKLE CHINESE MARKET AND CELEBRATE FIRST CUSTOMER WIN

September 7, 2006 – Shanghai, China and Ottawa, Canada: Crescendo Technologies, Inc. and Elliptic today announced that they were partnering to bring Elliptic’s innovative semiconductor IP and middleware to market in the booming Chinese market. As the distribution deal was being inked, the parties were also able to land their first customer in China illustrating the potential of the market for the two companies.

“Elliptic’s broad range of security IP and middleware are perfectly suited to the Chinese market,” indicated Mr. David Yang, General Manager of Crescendo Technologies. “Being able to win the first order in the same week as signing the distribution agreement is a wonderful start to working closely with Elliptic and tapping the emerging market for semiconductor IP in each of the three major technology markets in China – Shanghai, Beijing and Guangdong.”

“After visiting China in 2005, it was clear that this was a market Elliptic had to participate in. It is however impossible to do so without a solid channel partner with resources on the ground along with strong technical capabilities and a network of contacts in the industry.” said Mr. Al Hawtin, VP Marketing and Business Development for Elliptic. “Crescendo is the perfect partner for Elliptic and we look forward to a long and successful engagement with David and his team to win customers in this pivotal market.”

Elliptic’s broad security portfolio covering digital rights management, storage security, wireless security as well as IPsec and SSL VPN capabilities is perfectly suited to the needs of the Chinese market and its emerging fabless semiconductor companies. When combined with the Ellipsys security middleware, Elliptic customers can get to market quickly with a proven interoperable solution that is available off the shelf for immediate integration.

About Crescendo

Crescendo Technologies was founded in 2001 to provide EDA software, SIP and other semiconductor design and analysis software to leading electronics companies in China. With cutting-edge solutions Crescendo can definitely maximize our customer's return-on-investment (ROI) while enabling their success. The company is headquartered in Shanghai, China and the web site for the company can be found at www.crescendo.com.cn.

About Elliptic Semiconductor

Headquartered in Ottawa, Elliptic Semiconductor Inc. (www.ellipticsemi.com/) provides semiconductor intellectual property (IP) cores and software for secure communications ranging from low power to multi-gigabit per second implementations. Elliptic SIP cores enable system-on-chip designers to efficiently balance power, performance and silicon area in complex security-based systems. Demanding customers in markets such as implantable devices, wireless, storage, digital rights management (DRM), RFID and high performance communications trust Elliptic IP cores.



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