

Elliptic Semiconductor Announces Representation Agreement With Japan's Strategic Alliance

26 June, 2003 – Atami, Japan and Ottawa, Canada. Elliptic Semiconductor, an early stage company in the broadband wireless semiconductor market, announced today it has reached an agreement with Strategic Alliance to represent Elliptic products in Japan. Strategic Alliance offers North American high technology companies the ability to cost-effectively establish a virtual office in Japan and develop traction with customers while simultaneously determining the best distribution structure.

“Strategic Alliance is one of the most aggressive market accelerators in leading edge technologies such as: Advanced Silicon/SoC, IP/Ethernet Networking, Storage and the IP-Storage Network markets.” stated Take Misawa, Founding Partner of Strategic Alliance. “We believe Elliptic products are a perfect match for the requirements of leading companies in these market segments in Japan. The opportunities presented in a wide variety of vertical segments, from IEEE802.11, Smart Card applications and POS terminals, are significantly large and the true breakthroughs in wireless broadband will be accelerated by utilizing Elliptic semiconductor technologies.”

Gord Harling, President and CEO of Elliptic Semiconductor added, “Japan is moving to embrace wireless broadband networking through a proliferation of products including PDAs, Pocket PCs, cell phones and tablet or sub-notebook computers. Strategic Alliance provides us with a cost-effective, focused team that will help us penetrate these markets, win customers and build revenue taking a up to a year of time off the normal span required to penetrate this lucrative but very complex market.”

About Strategic Alliance

Headquartered in Atami, Japan, Strategic Alliance is Japan's foremost business accelerator targeted at North American companies. Strategic Alliance conducts an initial market penetration project aimed at developing early customer traction in Japan while simultaneously sorting through the labyrinth of distribution options. The choice of distributors is very challenging in Japan and it is highly important for companies to research options before signing up with a channel which may not be fully optimized for the company and the specific vertical market. Strategic Alliance offers a combination of risk mitigation, controlled costs and early penetration of the dynamic Japanese market - an excellent path for start-ups wanting to build a quick Japanese presence without incurring the enormous cost of a dedicated office.

About Elliptic Semiconductor

Headquartered in Ottawa, Elliptic Semiconductor Inc (www.ellipticsemi.com) provides semiconductor products for low power designs of packet offload and security processing for wireless and handheld devices. The products offload the host processor and greatly reduce the power required for data transmission in 802.11, Ultra-wideband, Bluetooth, W-CDMA, CDMA-2000, EDGE and many other wireless data services. Working in the most advanced semiconductor processes, Elliptic Semiconductor will become the leading player in the emerging semiconductor intellectual property market.

For More Information:

Al Hawtin, VP, Sales and Marketing
Elliptic Semiconductor Inc.
Phone: (613) 254-5456
ahawtin@ellipticsemi.com

Tomoko Ito, General Partner
Strategic Alliance
Phone: +1 81-90-9321-9047
luna2@ellipticsemi.com