

## Matrix Semiconductor, Inc.

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### **MATRIX SEMICONDUCTOR STRENGTHENS SALES PRESENCE IN JAPANESE MARKET, APPOINTS INNOTECH AS MANUFACTURER'S REPRESENTATIVE**

New Partnership Expands Matrix's Sales And Support Efforts In Japan, Providing Low-Cost Memory To  
Manufacturers Of Portable Consumer Electronic Devices

SANTA CLARA, Calif., May 9, 2005 — Matrix Semiconductor, Inc. today announced that it has appointed INNOTECH Corporation as its manufacturer's representative in Japan, further strengthening the company's sales and support efforts for Japanese electronics manufacturers. Starting immediately, INNOTECH Corporation will act as an official manufacturer's representative for the Matrix® 3-D Memory (3DM) product line in Japan, offering manufacturers and designers of consumer electronic devices local sales support through INNOTECH's experienced sales and technical teams.

"We chose INNOTECH because of their excellent knowledge of the Japanese market, and their close associations with leading consumer electronics manufacturers and system design houses," said Dan Steere, vice president of sales & marketing at Matrix Semiconductor. "Their proven track record provides Matrix with another outstanding channel into a significant marketplace. This is an important step in our strategy to bring products and services even closer to our customers around the globe."

Matrix 3DM is a cost-effective, programmable, permanent, non-volatile memory used in publishing content for mobile devices. Currently shipping in volume, Matrix 3DM offers a removable memory publishing platform for portable consumer electronic device manufacturers, mobile network operators, application developers and content providers interested in offering mobile content to customers.

"As toys, computers, cell phones, and multimedia players all converge into next generation portable consumer electronic devices, more memory for mobile content is becoming a fundamental requirement," said Takashi Tsumori, president and chief operating officer of INNOTECH. "Matrix Semiconductor's innovative 3-D memory meets the stringent requirements of Japanese manufacturers by delivering a cost-effective storage platform at the right price points for publishing richer mobile content and services, such as music, games, video and applications."

Matrix 3DM is offered in standard IC package options, including TSOP and the MultiMediaCard (MMC) format, with additional memory card formats to follow. The target markets for Matrix 3DM include handheld computers, electronic dictionaries, mobile phones, portable audio and video players, advanced toys, and mobile game consoles.

### **About INNOTECH Corporation**

Founded in 1987, INNOTECH is Japan's premier importer of high-end semiconductor devices, EDA software and equipment and a skilled support partner to many of Japan's top electronics makers. The Company maintains direct relationships with every major semiconductor manufacturer, electronics company and other leading suppliers in Japan. Today's INNOTECH is a high-paced company that prides itself on making swift but informed decisions to keep up with the pace of an ever-changing electronics market. As an importer, the company leverages deep relationships with some of North America, Europe, and Asia's most advanced electronics, EDA software, semiconductor device and equipment producers. For more details , visit: <http://www.innotech.co.jp/english/index.html>

### **About Matrix Semiconductor**

Matrix Semiconductor, Inc. is the creator and developer of the world's first three-dimensional integrated circuits. Matrix's first product, Matrix<sup>®</sup> 3-D Memory (3DM), is a low cost, high density product line of permanent, programmable, non-volatile memory that is compatible with existing standards. Matrix 3-D Memory accelerates time-to-market for publishers of digital content and is targeted for use in portable consumer electronic devices.

Privately held, Matrix is headquartered in Santa Clara, California. Additional information may be found at: <http://www.matrixsemi.com>.

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