

Gennum Acquires IP Provider ASIC Architect

Accelerates Company's New Product Development and Broadens IP Offering

BURLINGTON, Ontario – July 28, 2008 – [Gennum Corporation](#) (TSX: GND) today announced it has acquired [ASIC Architect](#), Inc., a leading developer of high-speed controller intellectual property (IP) based in Santa Clara, California. This acquisition accelerates Gennum's new analog and mixed-signal product introductions and complements its existing [Snowbush IP](#) offering, which currently consists of advanced physical layer (PHY) IP cores for high-speed data communications. With offices in Silicon Valley and India, ASIC Architect augments Gennum's global design expertise and expands its IP engineering team.

The combination of ASIC Architect controller and bridge IP cores and the Gennum Snowbush IP PHY cores provides a complete high-speed interconnect solution for today's system-on-a-chip (SoC) applications. Additionally, with added controller IP and embedded system expertise, Gennum can more quickly deliver new, highly-integrated products to capitalize on high-growth consumer connectivity markets, while further securing market leadership in its traditional video and data communication segments.

"Gennum remains committed to broadening its IP offerings and maintaining its technology leadership position," said Ewald Liess, General Manager of Snowbush IP. "By adding ASIC Architect's expertise and IP cores to our portfolio, we can deliver a more comprehensive suite of solutions. This enables our customers to accelerate their development efforts and achieve quicker time-to-market with new products."

Expanding IP Portfolio with Controllers, Bridges Enables Integrated Subsystem Solutions

ASIC Architect is focused on accelerating chip-level integration and enabling customers to achieve first-pass silicon success with IP products and solution cores built around PCI Express® (PCIe), Serial Advanced Technology Attachment (SATA), double data rate (DDR) memory controllers and Advanced Microcontroller Bus Architecture (AMBA®) AHB™/AXI™ interconnect. The offering complements Snowbush IP's physical layer (PHY) IP cores for high-speed data communications and video applications, including standards-based, high-performance, non-standard analog cores, such as high-speed, and power management circuits.

"ASIC Architect has long been committed to providing the industry's most advanced IP solutions and, with this acquisition, we believe we can accelerate new IP core development to broaden the offerings for our joint customers," said Kishore Mishra, president and CEO of ASIC Architect. "We look forward to joining Gennum's world-class design team."

ASIC Architect will immediately become part of the Snowbush IP team, which is headquartered in Toronto, Ontario, and will maintain its Santa Clara, California and Bhubaneswar, Orissa, India offices. These offices will enable Gennum to attract additional design talent and expand the company's presence in other global regions.

Terms of the Agreement

The purchase price paid by Gennum was \$1.5 million (USD), not including possible future earn out payments based on business revenues. ASIC Architect employees are also eligible to receive retention payments under the terms of their employment agreements with Gennum.

About Gennum

Gennum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. An award-winner for advances in high definition (HD) broadcasting, Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Mexico, Japan, Korea, Germany, United States, Taiwan, India and the United Kingdom. www.gennum.com

Disclaimer

This document contains forward-looking statements relating to our goals, strategies, prospects, financial condition and results, as well as the environment in which Gennum operates, investments, and litigation in which Gennum is involved, which are based on assumptions about future economic conditions and courses of action and which may involve estimates, forecasts and projections. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "become", "intends", "will", "may" "anticipates", "should", "estimates", "expects", "believes" and similar expressions. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict and/or are beyond our control. Please refer to the sections entitled "Risks and Uncertainties" in our 2007 annual report and "Risk Factors" in our annual information form dated February 13, 2008, for a description of material risks associated with forward-looking statements. A number of important factors could cause actual outcomes and results to differ materially from those expressed in these forward-looking statements. These factors include, but are not limited to, adverse effects of increasing competition and our ability to maintain our innovative product positioning in the rapidly changing marketplace for our products, as well as those other factors set forth in this report and other public filings. Consequently, readers should not place any undue reliance on such forward-looking statements. Forward-looking statements are provided for the purpose of providing information about management's current expectations and plans relating to the future. Readers are cautioned that such information may not be appropriate for other purposes. In addition, these forward-looking statements relate to the date on which they are made. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except to the extent required by law.

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