

SNOWBUSH ANNOUNCES SILICON-PROVEN SERDES IP IN TSMC 65NM G+ PROCESS FOR PCI EXPRESS, SATA & OTHER SERIAL STANDARDS

Toronto, March 13, 2007 – SNOWBUSH microelectronics today announced the availability of silicon-proven 65nm physical layer (PHY) and Serializer-Deserializer (SerDes) IP cores designed to provide efficient and reliable integration of PCI Express™, SATA and other serial standards.

SNOWBUSH's PCI Express and SATA PHYs are compact, low-power, and designed to ensure robust performance in noisy digital ASICs. The PCI Express PHY is intended for 2.5Gbps & 5.0Gbps operation and comes with a PIPE standard interface. The SATA PHY meets the SATA 1.5 & 3.0Gbps and SAPIS interface standards.

SNOWBUSH's 1.0-5.0Gbps multi-standard SerDes macro provides a complete physical media attachment layer for PCI Express, SATA, SAS and Fibre Channel serial interconnects, and supports XAUI, Rapid I/O, Gigabit Ethernet and Infiniband. The programmability and performance of the Snowbush SerDes means it can be quickly customized for other serial standards. "These state-of-the-art PHY and SerDes macros are based on several very successful generations of our SerDes technology platform. Our designs have proven themselves in products shipping in the tens of millions of units. Our unique hybrid analog/digital architecture provides a rich feature set that includes receiver equalization, and achieves low power and area while maintaining robust SoC integration. The portability of this architecture has been confirmed by our rapid first pass success in 65nm" said SNOWBUSH Vice-President of Sales & Marketing, Paul Layman.

The macros include a wide range of BIST features, including an analog test BUS, multiple loop-back modes and a built-in data pattern generator and checker. As with all SNOWBUSH IP macros, they are backed by a unique commitment to design support for integration and customization.

About SNOWBUSH microelectronics

SNOWBUSH microelectronics, a privately held company founded in 1998, is a leading supplier of analog design services and customizable high performance analog IP including a variety of silicon proven high speed SerDes. Combining a large pool of experienced design talent with leading edge analog design practices and best in class project management techniques, SNOWBUSH delivers the critical custom analog circuits needed to meet aggressive project schedules. Please contact SNOWBUSH sales by phone at +1-416-925-5643 x302, by Email at physales@snowbush.com or on the World Wide Web at www.snowbush.com.

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