

## **Gennum Adds Inventure as Distributor in Japan**

*Gennum Expands Snowbush IP Support to Customers in Japan with Inventure Inc.*

**Burlington, ON – March 10, 2010** - Gennum Corporation (TSX:GND) today announced that it has entered into an exclusive agreement with Inventure Inc. (a subsidiary of Zuken) to distribute Gennum's Snowbush IP core portfolio and provide design-in support in Japan.

As a result of this new agreement, Snowbush IP and Inventure will deliver a complete portfolio of PHY and controller solutions for customers in Japan. Leveraging its existing relationships in Japan, Inventure will now offer a more robust portfolio of digital IP solutions. Inventure's expert technical team will provide direct sales and support for Snowbush IP cores, including its first-to-market PCI Express® 3.0 and USB 3.0 PHYs.

"This new distribution relationship between Inventure and Gennum's Snowbush IP Group will provide our growing customer base in Japan with a solid portfolio of industry-leading IP cores," said Hironori Ando, Chief Technology Officer, Inventure Inc. "Snowbush has a strong reputation for delivering first-to-market standards-based IP cores at the highest speeds, and ahead of the competition. We are excited to add Snowbush IP to our leading-edge link controller IP solutions and to offer our customers the competitive advantage of a one stop IP solution."

"Inventure is a well-respected IP solutions provider with strong customer relationships. This newly established distribution agreement will enable us to further penetrate and deliver our industry-leading IP cores in to customers in Japan," said Ewald Liess, General Manager of Gennum's Snowbush IP Group.

### **About Inventure**

Founded in 2006, Inventure develops, markets, and licenses high-speed serial interface and H.264 video compression IP technologies for advanced systems-on-chips (SoCs) used in a variety of broadcasting, office equipment, and networking and storage applications. Inventure's silicon proven interface IP portfolio includes PCI Express, USB3.0, DisplayPort, 1/10G Ethernet and OCP interconnect. In particular, Inventure's PCI Express IP, Z-core PCI Express, has been selected by 27 Japanese enterprises, in more than 70 projects in Japan. Inventure is headquartered at Shin-Yokohama Japan, with sales and R&D. More information is available on Inventure's website at [www.inventure.co.jp](http://www.inventure.co.jp)

### **About the Gennum Snowbush IP Group**

The Gennum Snowbush IP group offers a team of interconnect specialists to design and deliver silicon-proven, high-speed serial interface IP. Comprising one of the industry's most robust, widely-deployed, production-tested and customizable family of IP cores, the Snowbush IP portfolio satisfies the needs of today's most demanding high-speed serial communication protocols and applications. Snowbush IP offers integrated PHY and Controller solutions for standards like USB, PCI Express® and Serial ATA (SATA), and single and multistandard SerDes for applications with data rates from 1 Gb/s to over 10 Gb/s. Gennum's Snowbush IP group is committed to supporting customers with diverse foundry and process requirements, offering IP cores for TSMC, UMC, Common Platform, and Fujitsu processes. For more information visit [www.snowbush.com](http://www.snowbush.com)

### **About Gennum Corporation**

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. Recognized as 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, Germany, United States, Taiwan, India and the United Kingdom. [www.genum.com](http://www.genum.com).

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