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NEWS RELEASE

CamSemi joins up with Redtree for European sales push

CamSemi – the emerging leader in power management ICs for optimised energy-efficient off-line power conversion - is strengthening its international sales and marketing activity with the appointment of Redtree Solutions. The company's specialist sales force will focus on identifying and developing significant European sales opportunities, while CamSemi's existing team continues to work closely with a number of major power supply manufacturers based in the Far East. However, CamSemi is also looking at boosting its sales support for China and Taiwan and expects to make further announcements on this over the next few months.

"We are delighted Redtree Solutions is joining as our sales partner, as we see them as the only pan-European firm of sales representatives with a focus on our tier one customers. They have a highly experienced and committed team in place with strong existing relationships at major manufacturers, particularly in the consumer and communications sectors. Both sides are looking forward to working together in driving up European demand for CamSemi's unique power management ICs," said John Miller, VP of business development at CamSemi.

Although this is the first time the two companies have worked together, both teams are already very familiar with each other. Before taking up their current roles, David Baillie, CEO; John Miller and a number of CamSemi's other senior executives have worked very successfully in previous semiconductor company positions with Redtree's founders and core team.

"Redtree Solutions was specifically established to offer a small number of specialist semiconductor suppliers unparalleled sales support and help in developing key accounts within Europe, Middle East and Africa. CamSemi is the perfect partner for us, in terms of its committed, focused approach and we are pleased to have been appointed as a natural extension to their existing sales team," said Steve Judge, managing director of Redtree Solutions.

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CamSemi and Redtree are currently finalising their European sales strategy but the two teams decided to mark the start of their partnership on the football pitch. The Redtree team won a close encounter by four goals to three but, determined not to be beaten, the CamSemi team is back in training and has committed to winning the next match outright.

About Redtree Solutions Limited

Redtree Solutions is a pan-EMEA (Europe, Middle East and Africa) manufacturer's rep company with a focus on demand creation at tier one and strategic tier two accounts. The company has established sales offices in each of the major territories in EMEA including UK, Finland, Norway, Denmark, Sweden, France, Spain, Germany, Italy, Turkey, Israel and South Africa.

We represent leading-edge semiconductor manufacturers and aim to provide our customers with market-defining, innovative and reliable solutions. Our focus is on synergistic technologies that allow us to provide solutions to customer needs. Our mission is to add significant value to our customers' applications by offering early access to competitive and advanced technology.

Redtree Solutions has an exceptional level of demand creation focus and serves the telecom, consumer, storage, automotive and industrial marketplaces.

For more information please visit www.redtree-solutions.com or contact:

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About CamSemi

CamSemi is the emerging leader in power management ICs for optimised energy-efficient off-line power conversion. The company's unique solutions and approach can help manufacturers of mains-powered electronics develop smaller, lighter and more energy-efficient products while also reducing their design timescales and system costs.

The company was founded to bring to market a new generation of sophisticated power management ICs that help manufacturers more easily meet the world's increasing demand to save energy but at acceptable cost. CamSemi's products are based on its portfolio of patented and proprietary technologies including intelligent control architectures and PowerBrane™ which allows near-ideal performance switching of power devices such as LIGBTs and MOSFETs. These breakthrough approaches can benefit multiple markets, although initial products are targeted at the switch mode power supply and lighting sectors.

CamSemi is backed by a strong investor syndicate led by 3i and including Scottish Equity Partners and TTP Ventures.

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For more information please visit www.camsemi.com or contact:

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