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## NEWS RELEASE

### **CamSemi signs Supreme for massive market in Greater China**

CamSemi is stepping up the development of its global sales and support network with the appointment of Supreme Electronics (Supreme) as distributor of its power management ICs for Greater China. The Taiwan-based distributor will help identify and service additional major sales opportunities and significantly widen the market for CamSemi's products in China, Taiwan and Hong Kong, while the company continues working directly with several leading power supply and lighting manufacturers based in the region.

Signing up Supreme is the second major sales partnership that the company has announced recently. Redtree Solutions was appointed in May to focus on developing sales opportunities in Europe and announcements for other regions are expected over the next few months.

"Greater China is the manufacturing centre for the world's consumer electronics industry and the largest of our initial focus markets making today's announcement particularly significant for both sides," said David Baillie, CEO at CamSemi. "Supreme is the ideal strategic sales partner to help us move into the wider market. They have a powerful blend of technical and system-design expertise, an enthusiastic approach and well established relationships with regionally-based power supply and product manufacturers."

"Supreme has been tracking CamSemi's recent progress and has forged strong links with key members of CamSemi's management and technical teams who make frequent visits to the Greater China region. We are delighted to have been appointed as the company's distributor and look forward to positioning CamSemi's products as offering the perfect solution for design engineers who are under mounting regulatory and consumer pressure to develop more energy-efficient power conversion products but at acceptable commercial cost," said Henry Shieh, Vice Chairman and President at Supreme.

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**Notes to editors:**

**Supreme Electronics** was founded in 1987 and has grown and expanded to become one of Greater China's leading electronics distributors with a particular focus on the consumer electronics sector. The company has over 270 employees, offices throughout the region and in 1999 opened a dedicated technical centre to help provide its customers with specialist design services and technical support to supplement their own in-house resources.

Supreme is based in Taipei and listed on the Taiwan stock exchange (code 8112 TT).

For further information please visit [www.supreme.com.tw](http://www.supreme.com.tw)

**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, PowerBrane and the CamSemi logo are UK registered trademarks of Cambridge Semiconductor Limited.

For more information please visit [www.camsemi.com](http://www.camsemi.com)

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**Photography**

A JPEG file of the image below has been attached to the original email, however if you require a further copy or alternative images please contact Simon McKay at CamSemi (contact details above):



David Baillie, CEO of CamSemi (above, on the left) and Henry Shieh, vice chairman and president of Supreme Electronics have signed a partnership for Supreme to develop sales opportunities and distribute CamSemi's power management ICs in Greater China.