



8 October 2007

NEWS RELEASE

CamSemi names Gencore as its Korean distributor

CamSemi has announced today that the company has appointed leading semiconductor distributor Gencore Technology Co Ltd., (Gencore) to help drive up sales and distribute its unique AC to DC “offline” power management ICs in the Korean market. Gencore, which is headquartered in Seoul, South Korea, is the fourth new company to join CamSemi’s global distributor network this year and was specifically appointed for its strong technical support for power conversion applications and established channels into the volume consumer market.

“CamSemi is delighted to welcome Gencore who we see as the perfect partner to distribute our products in Korea. The company has long-term supply relationships into global consumer brands such as Samsung and LG, as well as excellent access to a wide base of specialist power supply companies. CamSemi is looking forward over the next few months to launch a major sales push into Korea in partnership with Gencore and to start securing design wins for our devices,” said John Miller, VP of business development at CamSemi.

“CamSemi has a range of compelling products that can help manufactures of stand-alone or embedded power supplies introduce more energy-efficient products, faster and at lower cost. The market interest is considerable and Gencore is honoured to have been appointed to represent and partner with the company in Korea,” said Henry Kim, VP of Gencore and leading his company’s sales team for CamSemi’s products.

Notes for editors

About Gencore Technology

Gencore Technology is a leading provider of semiconductor and IT solution in Korea which has rapidly been growing in Korea. Gencore provides total solutions related to mobile phones, displays, networks, and computers. For more information, please visit the company’s website at <http://www.gencore.co.kr>

...more

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 switching performance 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.

CamSemi, the CamSemi logo and PowerBrane are UK-registered trademarks of Cambridge Semiconductor Ltd.

Press enquiries

- All media enquiries or requests for supporting images should be directed to Simon McKay on +44 (0)1353 741075 or email simon.mckay@camsemi.com
- Any other enquiries please to John Miller or David Baillie on +44 (0)1223 446450

Photography

A print ready JPEG of the image below is available from CamSemi (named press contacts above):



Gencore's Henry Kim, marketing VP (on the left above) and Chris Myung, CTO (holding a package sampler card) are delighted to have been appointed as CamSemi's distributor and sales partner for the Korean market.

ENDS