



Press Release

RAPID BRIDGE TAPS THE ARDELL GROUP TO MANAGE PUBLIC RELATIONS CAMPAIGN

Rapid Bridge Partners with The Ardell Group to Build Broad-Based Awareness for Advanced Silicon Technology Solutions

SAN DIEGO, August 11, 2009 --- Rapid Bridge, an innovator in advanced semiconductor design and development processes, announced today that it has named The Ardell Group as its public relations agency of record. Rapid Bridge selected The Ardell Group for its extensive technology focus, experienced staff, editorial and analyst contacts, technical writing expertise and results-oriented philosophy.

"We are pleased to partner with The Ardell Group to tell the Rapid Bridge story," said Massih Tayebi CEO of Rapid Bridge. "We offer a unique approach and proven technology that allows our customers to address the semiconductor industry's issues of cost, performance and time to market."

Founded in 1989, The Ardell Group is a retainer-free, high-tech public relations firm that specializes in promoting start-up to mid-cap technology companies. The full-service agency specializes in the consumer technology, wireless technology, clean/green tech, software, semiconductor, and home networking sectors.

"We are excited to be on board with Rapid Bridge and we look forward to managing the company's public relations program," said David Stowe, president of The Ardell Group. "The strategic relationship we plan to build with Rapid Bridge reinforces our commitment to provide value to our clients by successfully creating and securing opportunities in a variety of technology markets. The company has a strong value proposition for the semiconductor industry and we are thrilled to be the ones who will facilitate this portion of their marketing initiatives."

About Rapid Bridge

Rapid Bridge is a semiconductor technology company with a unique approach to addressing the industry's issues of cost, performance, power and time to market. Rapid Bridge's patented technology is baked into the product portfolio: LiquidIP™, LiquidASIC™ and LiquidSoC™. LiquidIP is a robust IP portfolio which includes the smallest and highest performing IPs in the industry. LiquidASIC lowers cost barriers and includes a complete collection of pre-defined ASIC platforms, interface subsystems and foundations IPs. LiquidSoC provides the industry's most cost efficient

SoCs with customer-defined die size and IP resources, regular layout structures, and full programmability. Rapid Bridge enables the industry's genius. For more information on Rapid Bridge, visit us at www.rapidbridge.com.

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