



Press Release

RAPID BRIDGE EXPANDS EXECUTIVE MANAGEMENT TEAM

Industry Veteran Vikas Chaudhary Joins Rapid Bridge to Lead Global Sales

SAN DIEGO, August 12, 2009 --- Rapid Bridge, an innovator in advanced semiconductor design and development processes, announced today that Vikas Chaudhary has joined the company as vice president of sales. Chaudhary comes to Rapid Bridge from ARM, where he most recently served as director of worldwide sales. In his new role at Rapid Bridge, Chaudhary will lead Rapid Bridge's global sales initiatives and expansion.

"We are pleased to welcome Vikas to the leadership team at Rapid Bridge," said Massih Tayebi, CEO of Rapid Bridge. "Vikas' deep technology base in semiconductor sales, engineering and marketing will be a valuable asset to Rapid Bridge as we expand sales of our technology solutions worldwide."

Chaudhary joins Rapid Bridge as a seasoned sales and marketing executive with more than 17 years in the semiconductor space. Prior to serving as the director of worldwide sales at ARM, Chaudhary held sales, marketing management and engineering positions at Artisan/Nurlogic, Cadence Design Systems, Avant! Corporation and Nortel Networks.

"I am delighted to be joining a technology innovator like Rapid Bridge as the vice president of sales," stated Vikas Chaudhary. "Rapid Bridge's technology offers significant advantages in the areas of cost, power consumption, yield and time to market. I am excited to lead the company's global sales expansion efforts."

Chaudhary holds an MBA from Ottawa University and a Master of Science degree in Electronics and Physics from CCS University Meerut in India.

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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