

# NEWS RELEASE



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## FOR IMMEDIATE RELEASE

### **Peregrine Semiconductor Adds RichPower Group To APAC Distributor Lineup**

***Customer demand and product sales growth fuel expanded sales network***

**San Diego, California, July 16, 2008** -- Peregrine Semiconductor Corporation, a leading supplier of high-performance RF CMOS and mixed-signal communications ICs, today announced that it has signed RichPower Electronic Devices Co., LTD., a member of WPG Holdings, to market and sell Peregrine's popular line of UltraCMOS™ RFICs throughout the Asia Pacific region, including Taiwan, China, Korea, India and the ASEAN. RichPower specializes in communications, networking, multimedia, PC and consumer electronics applications and focuses on demand-creation, product development, technical support and system-level hardware & software integration. Peregrine's UltraCMOS RFICs have gained popularity with APAC OEMs as complex designs for multi-mode, multi-band cellular and broadband wireless applications demand exceptional RF performance and higher levels of integration.

"WPG Holdings' RichPower team was chosen to represent the Peregrine line in the Asia Pacific region for a variety of reasons, among them: excellent customer relationships with Asian original equipment manufacturers (OEMs) of all sizes; their commitment to customer technical support with highly skilled field applications engineers; and a strong understanding of the RF design space," said Brian Hurst, vice-president of sales for Peregrine. "With these attributes, combined with WPG Holdings' extensive sales network, exceptional customer support and superior inventory stocking locations in all our target geographies, we're poised for great customer expansion in APAC," he added.

Mr. Jerry Chen, RichPower's Senior Vice President, and Mr. Scott Lin, Vice President of WPG Holdings agree. "Customers throughout our region have been tasked to design more complex RF systems throughout a variety of applications, expanding beyond the boundaries of traditional RF. Peregrine's UltraCMOS RFICs solve a great many of these design complexities, and we expect that our customers will find these easy-to-use products enable a shorter design cycle and highly reliable RF performance. We look forward to representing Peregrine in the region," the two commented.

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## **About UltraCMOS™ Technology**

UltraCMOS™ mixed-signal process technology is a proprietary, patented variation of silicon-on-insulator (SOI) technology on a sapphire substrate providing with high yields and competitive costs. It combines the RF, mixed-signal, and digital capabilities of any other CMOS process, yet tolerates the high power required for high-performance wireless applications. The Company's revolutionary HaRP™ technology enables dramatic improvements in harmonic results, linearity and overall RF performance; specifications required by the 3GPP standards body for GSM/WCDMA applications which are unmatched in the industry. These significant performance advantages exist over competing processes such as GaAs, SiGe, BiCMOS and bulk silicon CMOS in applications where RF performance, low power and integration are paramount.

## **About Peregrine Semiconductor**

Peregrine Semiconductor Corporation designs, manufactures, and markets high-performance communications RF ICs for the wireless infrastructure and mobile wireless; broadband CATV/DTV; communications infrastructure; space and avionics markets. Manufactured on the Company's proprietary UltraCMOS™ mixed-signal process technology, Peregrine products are uniquely poised to meet the needs of a global RF design community for rad-hard space and defense programs, high-growth applications such as WCDMA, EDGE and GSM digital cellular, broadband and DTV/PCTV/DVR. Peregrine UltraCMOS devices are manufactured in its CMOS facility located in Sydney, Australia and in Tokyo, Japan through an alliance with OKI Electric Industry Co., Ltd. The Company, headquartered in San Diego, California, maintains global sales support operations and a worldwide technical distribution network. Additional information is available on the web at [www.psemi.com](http://www.psemi.com).

## **About RichPower Group**

RichPower Electronic Devices Co., LTD., joined WPG Holdings in Nov, 2005. RichPower is a professional semiconductor and electronic component distributor, specializing in PC, Networking, Communications, Multimedia and Consumer electronics application. Positioned as a demand-creation partner, RichPower provides a spectrum of value-added services to their customers including product development, technical support and system-level hardware & software integration. RichPower teams in Asia Pacific and Greater China regions support China, Hong Kong, Taiwan Korea and South Asia. For more info, please visit RichPower Website: [www.rich-power.com.tw](http://www.rich-power.com.tw)

## **About WPG Holdings**

"[WPG Holdings Limited](#)" (WPG), as Asia's No. 1 Electronics Distributor, was founded on 09 November 2005 and, on the same day, publicly listed on Taiwan Stock Exchange under TSE code: 3702. [WPG](#), established through the merging of three leading semiconductor distributors in Asia ([WPI](#), [SAC](#), and [RichPower](#)), serves as a franchise partner for over 100 worldwide brands. With over 30 sales offices around Greater China and Asia Pacific region, WPG 2007 sales exceeded US\$4.3 billion.

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