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Innovative Silicon Appoints Craig Factor as Vice President of Legal Affairs and General Counsel

Z-RAM Memory Company Bolsters Leadership Team

SANTA CLARA, Calif. – May 13, 2008 – Innovative Silicon, Inc. (ISi), developer of the Z-RAM® zero-capacitor floating body memory technology, today announced the appointment of Craig Factor as its vice president of legal affairs and general counsel.

“We are very excited to have an attorney of Craig’s caliber join our leadership team,” said ISi president and CEO Mark-Eric Jones. “Having served as general counsel at three publicly-traded companies, Craig brings a wealth of experience. His prior work with growth-oriented, IP-focused firms will be invaluable as we bring on board more employees, expand our intellectual property, and grow our customer base.”

Mr. Factor most recently served as vice president of legal affairs, general counsel and secretary at RITA Medical Systems, a public medical device company that was acquired by AngioDynamics. Prior to RITA, he served as general counsel at Artisan Components, a public semiconductor intellectual property licensing company that was acquired by ARM Holdings. Prior to Artisan Components, Mr. Factor served as general counsel and secretary of Immersion Corporation, an intellectual property licensing company. He began at Immersion when it was a private company and helped oversee its successful IPO. Earlier in his career, he worked as a corporate and securities attorney at Wilson Sonsini Goodrich & Rosati.

Mr. Factor earned an A.B. from Harvard University, and a J.D. from the Duke University School of Law. He will report directly to Mark-Eric Jones.

About Innovative Silicon

Innovative Silicon, Inc. (ISi) is the inventor and licensor of the Z-RAM® ultra-dense memory technology for stand-alone DRAM and embedded memory applications. Z-RAM is the world’s lowest-cost semiconductor memory technology – simpler to manufacture than DRAM, and a fraction the size of SRAM. ISi and the Z-RAM

technology have received numerous industry awards, including the World Economic Forum's selection of ISi as a 2008 Technology Pioneer, and IEEE Spectrum Magazine's selection of Z-RAM as the 2007 "Emerging Technology Most Likely to Succeed." Z-RAM is a "Zero Capacitor," true single-transistor floating body memory that eliminates the complex capacitor found in today's DRAM technologies – a fundamental roadblock to Moore's Law of scaling. Z-RAM provides semiconductor manufacturers a solution for nano-scale manufacturing processes that can dramatically lower semiconductor costs. The Z-RAM memory technology has been licensed by Hynix Semiconductor for use in its DRAM chips, and by AMD for use in microprocessors. Since 2003, the company has closed three funding rounds totaling \$47 million, received over 25 patents on the technology, developed test chips in multiple technologies from 90nm to 32nm, and has established global R&D and support centers in Europe, Asia and North America. For more information see www.z-ram.com.

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