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Media Advisory

**Innovative Silicon's Jeff Lewis to Participate in 2008 GSA
Supplier Conference Panel**

Lewis brings ISi's Z-RAM memory technology and strategic IP business model perspective to panel on IP integration; company to also exhibit at the conference

SANTA CLARA, Calif. — September 09, 2008 — Innovative Silicon, Inc. (ISi), developer of the Z-RAM® zero-capacitor floating body memory technology, today announced that Jeff Lewis, ISi's senior vice president of marketing and business development, will be participating in a panel titled "IP: How to Successfully Use and Integrate IP" at the 2008 GSA Suppliers Expo & Conference. Lewis' panel is scheduled for Thursday, October 2, 2008, from 4:15 p.m. – 5:00 p.m. at the Santa Clara Convention Center. Additionally, ISi will be exhibiting at the conference and can be found at Booth #722.

The GSA Suppliers Conference will feature two keynote presentations as well as two panel discussions, all looking to address the show's theme: "Global: Markets, Perspectives, Technology." The conference goal is to provide attendees with information on how to keep their semiconductor businesses competitive in today's marketplace.

The IP integration panel featuring Lewis will discuss how companies can be successful when using third-party IP and services to complete their design. The panel will also discuss the latest findings from the GSA IP Conference held on September 24 - 25, 2008, at the Santa Clara Convention Center. Additionally, this IP panel will cover the following:

- How to enable successful IP integration efforts
- Review methods to reduce integration efforts and risks
- The role of subsystems and their impact on development
- How to determine when to build or purchase IP
- How to purchase and manage service contracts



Bill Martin, general manager of Mentor Graphic's Verification and IP Division (NASDAQ: MENT) Verification and IP Division, will moderate the panel. Other panelists include Dermot Barry, vice president of Consumer Silicon at Silicon & Software Systems Ltd.; Ron Burns, general manager of Semiconductor and Systems Solutions at Wipro Technologies (NYSE:WIT) and Thomas Hartung, vice president of sales and marketing at X-FAB Group.

About the GSA Suppliers Expo & Conference

More than 2,000 attendees plan to attend the 2008 GSA Suppliers Expo & Conference on October 2nd, making it the semiconductor industry's must-attend event. The conference will feature more than 100 suppliers and a full day of educational programming on "Global: Markets, Perspectives, Technology," the exposition and conference provides attendees with opportunity to meet with potential partners and hear from industry experts regarding the topics most relevant to today's semiconductor industry. For more information on this event, visit the GSA Suppliers Expo web site at http://www.gsaglobal.org/suppliers_expo/usa2008/index.asp.

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 nanoscale 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 30 patents on the technology, developed test chips in multiple technologies from 90nm to 32nm, and has established global R&D, engineering and support centers in Europe, Asia and North America. For more information see www.z-ram.com. Z-RAM is a registered trademark of Innovative Silicon, Inc. All other trademarks and registered trademarks are the property of their respective owners.

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