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Innovative Silicon's Jeff Lewis Named Senior Vice President of Marketing and Business Development

Charged with added role of creating strategic customer engagements and multi-year partnerships for company's Z-RAM memory technology

SANTA CLARA, Calif. — September 9, 2008 — Innovative Silicon, Inc. (ISi), developer of the Z-RAM® zero-capacitor floating body memory technology, today announced the promotion of Jeff Lewis to the new position of senior vice president of marketing and business development. Lewis, a 20-year veteran in the semiconductor IP industry, has been instrumental in ISi's growth since joining in January 2006, initially as vice president of marketing and most recently as vice president of marketing and product operations. As senior vice president of marketing and business development, Lewis will be responsible for creating strategic engagements with major semiconductor manufacturers. He continues to report directly to Mark-Eric Jones, president and CEO of ISi.

Lewis comments: "At this stage in the commercialization of our unique floating body memory technology, we are looking to work in close cooperation with a relatively small number of tier one IC manufacturers. So far, we have announced license deals with Advanced Micro Devices, Inc. (NYSE: AMD) and Hynix Semiconductor, and we expect to name other customers soon. The nature of these multi-year partnerships requires that our marketing and business development teams work closely together to create the engagement tailored to the requirements of these leading companies."

"Our business model is to license strategic technology to chip makers then work with them to maximize the benefits of using Z-RAM," stated Mark-Eric Jones. "This model not only requires a tight integration of traditional marketing and sales functions, but also a very seasoned industry veteran to drive the pre-sales discussions at the highest levels. Therefore, I am delighted that Jeff has accepted this new challenge and am confident that, together with the rest of the ISi team, he will continue to provide a highly-valuable service to new and existing licensees."

Lewis joined ISi in January, 2006, as vice president of marketing. Prior to ISi, he was president and CEO of CiraNova, Inc., an analog EDA company. Previously, he held VP-level positions at FormFactor, Inc.;



Artisan Components, Inc. (acquired by ARM [LSE: ARM; NASDAQ: ARMH]); and at Compass Design / VLSI Technology. Lewis is also currently a director at IPextreme, an intellectual-property company specializing in silicon-proven cores. He holds a bachelor of science in electrical engineering, bachelor of arts in economics and M.B.A. degrees from the University of California at Berkeley.

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.

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