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Innovative Silicon Names Paul Pickering VP of Worldwide Sales

Z-RAM® Memory Company Bolsters Leadership Team

SANTA CLARA, Calif., April 24, 2007 — Innovative Silicon (ISi), the developer of Z-RAM® ultra-dense memory intellectual property (IP), announced today the appointment of Paul Pickering to vice-president of worldwide sales. Reporting to ISi CEO, Mark-Eric Jones, Pickering brings to ISi a strong sales background from market-leading semiconductor companies such as Fairchild (NYSE: FCS), Toshiba, LSI Logic (NYSE: LSI) and PMC-Sierra (NASDAQ: PMCS).

“Paul has the track record and insight to communicate well with our target customers worldwide,” said Mark-Eric Jones, CEO of ISi. “He is also joining ISi during an exciting stage as our Z-RAM technology is well poised for broader market adoption due to our recent release of Z-RAM Gen2, that offers further speed, power and density advantages over other memory solutions. Paul’s tenacity, industry relationships and ability to build and manage large customer accounts will play a key role in helping to further drive ISi as a leader in the in the memory IP marketplace.”

Paul has held a variety of significant positions in the semiconductor industry for the last 25 years. His focus on memory, microprocessor and ASIC products provides a strong cross section of experiences that place him in an excellent position to lead the ISi sales team worldwide. “I’ve been involved with successful semiconductor companies; both large and small,” said Paul Pickering. “I’m thrilled to be joining ISi because it already has the key ingredients I look for in a company – a solid technology addressing a big problem in a large market, a worldwide team of experts to work with and a corporate culture of accountability and teamwork.”

Paul has worked in senior management sales and marketing roles at Fairchild, Toshiba, LSI Logic, PMC-Sierra, in addition to several notable startup companies. Most recently, he was executive vice-president of sales and marketing for Xpedion Design Systems, a leading RF simulation company that was acquired by Agilent Technologies in August 2006.

About Innovative Silicon

Innovative Silicon Inc. (ISi) delivers ultra-high density memory IP for embedded SoC, MPU and

portable consumer applications requiring low power, high density and high speed. Endorsed by IEEE Spectrum Magazine in January 2007 as the 'winning' semiconductor technology, ISi's Z-RAM® memory offers up to twice the density of embedded DRAM and is up to five times denser than embedded SRAM. The company closed its first round of VC funding in 2003, completed its first 90nm megabit Z-RAM memory designs in 2004, its first 65nm designs in 2005 and its first 45nm designs in 2006. With more than 20 patents already granted, Z-RAM's unique single-transistor architecture is the world's lowest cost semiconductor memory solution. The company is incorporated in the USA with R&D in Lausanne, Switzerland. For more information see www.zram.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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