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## **Innovative Silicon Names Virginia Picci VP of Finance and Administration**

*Proven Veteran to Help Lead Company through Growth Period*

SANTA CLARA, Calif.,— October 16, 2007 — Innovative Silicon Inc. (ISi), the developer of Z-RAM® high-density memory intellectual property (IP), today announced that it has named Virginia Picci vice president of finance and administration. Picci, a four-year veteran of the company, brings more than 20 years of experience to ISi and is well poised to oversee the financial responsibilities of the organization.

“ISi is growing rapidly and is now ready for a vice president of finance and administration to help guide us through our next phase of maturity,” said Mark-Eric Jones, CEO of ISi. “Virginia has been a proven leader in our company since the beginning and is consistently demonstrating the right skills to take us to the next level. As we expand internationally, Virginia is my clear choice for this role.”

Picci joined ISi as director of finance and administration in November 2003. She brings more than 20 years experience in finance, including ten years in public accounting with PricewaterhouseCoopers in Boston (USA) and Geneva (Switzerland). Previously, Picci was responsible for finance and administration at Beam Express, a semiconductor start-up company spun-off from the Swiss Federal Institute of Technology (EPFL) in Lausanne, Switzerland. Prior to EPFL, Picci was the financial assistant to the CFO at Ares-Serono (NYSE: SRA) in Geneva, Switzerland. Other career highlights include two years as CFO of the Visiting Nurse Association of the South Shore in Braintree, Massachusetts. Picci graduated from Dartmouth College with a

Bachelor of Arts degree in Biology and was licensed as a certified public accountant in 1982.

### **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, and again in April 2007 by winning its ACE award for Emerging 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. Z-RAM memory is currently being licensed by Hynix Semiconductor for use in its DRAM chips. 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.z-ram.com](http://www.z-ram.com).

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