



**PLDA FURTHERS ITS PCIe® INDUSTRY LEADERSHIP WITH THE INTRODUCTION OF THE
WORLD'S FIRST PCI EXPRESS® 3.0-BASED IP FOR ASIC and FPGA**

***PLDA's XpressRich3 IP will be available for review at the
PCI-SIG® Developers Conference, June 23-24, 2010***

SAN JOSE, Calif. (June 7, 2010) — PLDA, the industry leader in the PCI Express® and high-speed bus IP market, today announced the immediate availability of XpressRich3 - the world's first IP core for leading FPGAs and ASICs based on the forthcoming PCIe® 3.0 specification, currently under development within the PCI-SIG®. The PLDA XpressRich3 core features an innovative architecture that seamlessly allows both ASIC and FPGA implementations, an extensive list of configurable features and a broad range of user interface options to easily achieve simple to more complex design requirements. Additionally, the PLDA XpressRich3 IP core is fully compatible with the Intel® PIPE 3.0 interface and easily integrates with PIPE-compliant Gen3 PHYs.

PLDA is an established leader in PCIe and derivative interfaces, with over 3,000 designs in production silicon since the inception of the PCIe specifications in 2004. With significant industry firsts including the first working IP solution based on PCIe 2.0 and key PCIe design wins from leading companies, PLDA is the industry's first choice for PCIe-based IP cores. The PLDA XpressRich3 IP will be available for review at the PCI-SIG Developers Conference, to be held on June 23-24, 2010, in Santa Clara, Calif. For more information on the conference, please visit www.pcisig.com/events/devcon_10.

Key features of the PLDA XpressRich3 IP Core include:

- Flexible x1, x2, x4 and x8 PCI Express Core
- Link rate of 2.5, 5.0 and 8.0 Gbps per lane for blazing performance
- Width-configurable PIPE 3.0 Interface, delivering easy PHY integration
- Easy customization using PLDA's IP Wizard customization tool and complete technical support from the IP designers

"PCI Express 3.0 will be a significant step forward, delivering next generation performance for all existing PCIe applications while maintaining backward compatibility," said Al Yanes, president and chairman of the PCI-SIG. "We are very pleased to see PLDA offering an IP solution for the upcoming PCIe 3.0 specification and appreciate the continued support of SIG activities, including the annual PCI-SIG Developers Conference."

"PLDA is known for leadership in the bus interface market and has a long history of success linked to PCI Express specifications," said Stephane Hauradou, CTO for PLDA. "Our complete commitment to PCIe specification compliance, ease of integration and quality assurance ensures that PLDA is the industry's PCIe IP vendor of choice."

About PLDA

PLDA designs and sells a wide range of ASIC and FPGA interconnect solutions including bus controllers and SoC IP. The company offers complete solutions, including semiconductor IP, hardware, software, and design services. Founded in 1996, PLDA is privately owned. The company maintains offices in San Jose, California and headquarters in France and has a strong international distribution network. For additional information about PLDA, please visit <http://www.plda.com>.

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