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Innovative Silicon Wins Prestigious Audemars Piguet “Changing Times Award”

Memory IP company receives the “Next Gem” award for the most promising future

SANTA CLARA, Calif., — November 28, 2007 — Innovative Silicon Inc. (ISi), the developer of Z-RAM® high-density memory intellectual property (IP), today announced that it has won the prestigious Audemars Piguet 2007 “Next Gem” award, one of three awards within the Audemars Piguet “Changing Times Award” program. The “Next Gem” award is given to the private company with the most promising future of making the biggest impact, on the largest number of people, in the least amount of time.

This prize, awarded at a banquet that took place on November 15, 2007, in Gland, Switzerland, “celebrates young, emerging European technology companies that have demonstrated an ability to bring a unique and original concept to the fore.” The work of Innovative Silicon, originally conceived in ISi’s R&D center in Lausanne, Switzerland, was unanimously acclaimed by analysts and customers alike.

Mark-Eric Jones, President and CEO of Innovative Silicon, expressed his delight in receiving this distinction: “It is extremely rewarding to see that the contribution our Z-RAM memory technology makes for the semiconductor industry be recognized, especially by great names in industry such as the ETT and Audemars Piguet.”

The “Next Gem” Award was officially presented to Mark-Eric Jones by Luc Denis, representative of the Schroder & Co SA bank that sponsors this prize. This event, which brought together over 200 handpicked guests, also featured a round table organized with representatives of the finalist companies and moderated by Matthias Lüfkens, Associate director, Media, World Economic Forum. Guests invited by Audemars Piguet, Rezonance and the European Tech Tour Association (ETT) were able to address questions and comments directly to the finalists. Invitees stemming from a broad variety of sectors including private banking, private equity, the pharmaceutical and automobile

industries as well as telecom and internet companies, all took the opportunity to share ideas and show their support for the entrepreneurs of the future. The European Tech Tour presidents of over 10 European countries took part in the event, along with many noteworthy media representatives.

About Audemars Piguet

Founded in 1875 by Jules-Louis Audemars and Edward-Auguste Piguet in the Swiss village of Le Brassus, Audemars Piguet is one of the world's oldest watchmakers. Often referred to as the master watchmaker, Audemars Piguet is still independently owned by its founding families. Based in the Vallée de Joux, the company's skilled craftsmen transfer their unique expertise and know-how to the exclusive range of products that consist of carefully crafted high-precision watches and several jewelry collections. At each milestone in its history, Audemars Piguet has always adopted innovative and forward-looking techniques, an approach which has earned the company an unparalleled number of world firsts in the field of "Haute Horlogerie."

<http://www.audemarspiguet.com>

About the European Tech Tour Association (ETT)

The European Tech Tour Association (ETT), an independent organization composed of key contributors to the high-technology industry, was founded in Geneva in 1998 in response to growing interest to visit emerging technology companies in various European regions. ETT aims to provide a platform that allows interactions between the three main groups, *entrepreneurs*, *insiders* and *visitors* eventually leading to facilitating or funding local high technology companies looking to expand internationally. Find out more at www.techtour.com.

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, and is being licensed by AMD for use in its future microprocessors. 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.

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