

Sunder Velamuri
SiPort Inc.
408 350-8346 ext. 121
svelamuri@siport.com

Matthew Quint
Quint Public Relations
650 599-9450
mquint@quintpr.com

Global Semiconductor Alliance Nominates SiPort for 2009 Most Respected Private Semiconductor Company Award

HD Radio IC Maker Tapped as One of Three Nominees for Prestigious Distinction

SANTA CLARA, Calif. – November 30, 2009 – SiPort Inc., the world's leading supplier of integrated circuits to HD Radio's consumer electronic and portable markets, announced today it has been nominated for the Global Semiconductor Alliance's (GSA) 2009 Most Respected Private Semiconductor Company Award. The winner will be announced at the GSA Awards Dinner Celebration on December 10 in the Santa Clara Convention Center in Santa Clara, Calif.

“We are honored that our peers have nominated SiPort for this prestigious award,” said Aiman Kabakibo, CEO of SiPort. “We are intensely focused on building market-defining products for the consumer and handset markets. Our employees, our vendors and our customers are delighted at this recognition for SiPort”.

SiPort's audio/data broadcast receivers provide the high-performance, low power, small form factor, and affordable price that enable mobile device OEMs/ODMs to deliver on-the-go access to free-to-air and subscription broadcast audio and data services in Handsets, MP3 players, and Personal Navigation Devices (PND).

The SiPort SP1010 CMOS receiver supports both analog and digital broadcast standards. Recently the company announced that its receiver was used by Microsoft in its popular Zune HD media player to deliver HD Radio™ capabilities. Early analysis estimates that SiPort's SP1010 has captured up to half of the HD Radio IC market.

Respect Leads to Success

The GSA's Most Respected Private Semiconductor Company Award attempts to identify the private company garnering the most respect in the industry in terms of its products, vision and future opportunity. After careful analysis of all private semiconductor companies, the award committee selects those companies that exhibit the highest performance and best likelihood of long-term success. An on-line voting process allows members of the semiconductor industry, including chip companies and partners, to participate in the selection process.

About SiPort

SiPort is a venture backed fabless semiconductor company developing mixed signal RF and digital wireless receiver chips supporting multiple Digital Broadcast Standards. SiPort's innovations in algorithms, architecture, and design are the foundation for breakthrough solutions that enable the delivery of broadcast audio and data services on Personal Media Players (PMPs), Mobile Phones and Personal Navigation Devices (PNDs).

The SiPort team has an enviable track record designing complex RF and mixed-signal circuits that leapfrog current performance metrics and deliver the best broadcast performance per milliWatt. The team is focused on enabling ubiquitous delivery of mobile digital broadcast media to all handheld media platforms at attractive price points and form factors.

SiPort is privately held and venture funded. Its investors are [Intel Capital](#), [LightSpeed Ventures](#), [Morgenthaler Ventures](#), and [New Venture Partners](#).

For more information about the company and its products please visit www.siport.com

Editor's Note: **HD Radio™**, **HD Radio Ready™** are registered trademarks of **iBiquity Digital Corp.**

#