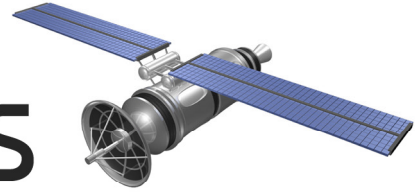


FutureHorizons



The Global Semiconductor Industry Analysts

Adding Malcolm Penn of Future Horizons enhances ATEEDA's board

Edinburgh and London, 28 September 2010 - ATEEDA announces the appointment to its board of a leading semiconductor industry figure, Malcolm Penn. As CEO of Future Horizons, Penn is an influential figure bringing the industry's top leaders together at his global Forums. He has an industry-wide reputation for correctly predicting the industry's fortunes with insightful market analysis. He brings a wealth of experience and has a long track record of spotting trends and game-changing technologies.

ATEEDA's Chairman, Colin Adams said "We have already benefited from Malcolm's insights over several years and we are very pleased to have him join us as a Non-Executive Director".

Penn has clear insight into innovative companies like ATEEDA from Future Horizon's many years of carrying out market analysis and technical diligence. He commented "Having helped ATEEDA identify this significant market opportunity some years ago, it is fabulous to see it all come to fruition. I have always been impressed by ATEEDA's IP and with their execution in bringing this to a marketable product and look forward to supporting them in a Non-Executive role".

About ATEEDA

ATEEDA cuts the cost of analog test in mixed signal circuit production. LinBIST is their flagship product and is world's first analog pushbutton built-in self test design tool which, with additional tiny on-chip analog IP, decimates production test costs for mixed signal devices in volume production. www.ateeda.com

About Future Horizons

Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. www.futurehorizons.com

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