**Alliance between Moortec Semiconductor and ChipStart.**

5th October 2012

Plymouth, UK (October 5th, 2012) – Moortec Semiconductor Limited, provider of high performance analog IP and mixed-signal custom chip solutions, announced that it has signed a representative agreement with ChipStart. ChipStart provides sales, marketing, and support engagement solutions for companies acquiring third-party semiconductor intellectual property, high-quality pre-verified subsystem solutions and support design services for system houses and ASIC/Fabless semiconductor companies. ChipStart will promote Moortec's IP products to the semiconductor communities of N. America, S. America, European Union and Japan.

“Moortec has developed compelling analog IP for 40-nanometer (nm) and 28-nm CMOS technologies. This includes the Moortec Embedded Die Sensor (MEDS) range which features the embedded temperature sensor IP range - an innovative, high-precision analog design targeting thermal monitoring and thermal management applications in advanced-geometry digital and mixed signal ICs. We are very excited to be working with Moortec to create and implement a business plan that will establish Moortec as a leading IP provider, and will help our customers have outstanding products in an ever more demanding market”, said Mark De Souza Exec VP and Cofounder of ChipStart.

"We are extremely pleased that ChipStart has agreed to represent us in some key markets for Moortec. ChipStart is a well-established sales company, providing emerging technology companies like Moortec the opportunity to have a global presence. We look forward to expanding business with our die-sensing analog IP offerings in cooperation with ChipStart," said Steve Crosher, Managing Director of Moortec Semiconductor.



**About Moortec Semiconductor**

Moortec Semiconductor, established in 2005, provides high quality analog and mixed-signal IP blocks as well as Custom Chip solutions world-wide for a variety of applications. The UK based design group also provides Platforms for IC test and evaluation. Having a track record of delivery to tier-1 semiconductor and product companies, Moortec provides a quick and efficient path to market for customer products and innovations. For more information, please visit [www.moortec.com](http://www.moortec.com/).

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**About ChipStart**

ChipStart is a semiconductor intellectual property solution company based in Palo Alto, California. ChipStart provides sales, marketing, and support engagement solutions for companies that commerce third party semiconductor intellectual property, high quality pre-verified subsystem solutions, and design services for ASIC and fabless semiconductor companies. ChipStart solutions are used as critical components of communications, consumer and computing products including switches, routers, modems, cellular phones, set-top boxes, HDTVs, DVD players and PCs.

For more information, see www.chip.start.com.