



X-REL Semiconductor press release

For immediate distribution: USA

X-REL Semiconductor signs representative agreement with JOULE Sales and Marketing, USA

Grenoble, France, 23 February, 2012 - X-REL Semiconductor, a high-reliability / high-temperature integrated circuits expert, operating from -60°C to +230°C, has announced the signing of a representative agreement with JOULE Sales & Marketing, a manufacturer representative firm focussed on high temperature electronic components and custom high temperature solutions. Based in Round Rock, Texas, USA, JOULE offers leading edge technologies and solutions for the demanding high pressure and high temperature markets of: oil & gas, avionics, HeV, mil / aero and geothermal energy production.

This agreement combines X-REL Semiconductor product expertise with JOULE's high temperature market knowledge and customer base.

JOULE Sales & Marketing is well positioned in the oil and gas markets, but also has key relationships in emerging high temperature markets. This market knowledge and customer base will bring X-REL's technology closer to high temperature, high reliability customers.

"Joule provides a professional and highly technical sales team. Their proven expertise, and extensive market knowledge, makes them a perfect extension to our design team. The combination of X-Rel Semiconductor's technology and Joule's market presence in the USA will boost customer support and give us insight into future market requirements," said Lydie Ferreira, Marketing and Partnerships Manager at X-REL.

Detailed information can be found on the website: <http://www.x-relsemi.com/EN/Sales-Representatives/>

"X-Rel Semiconductor differentiates the Silicon On an Insulator (SOI) market by providing higher integration, greater design flexibility, and best-in-class design support. Our customers are excited about X-Rel's technology, and praise their attitude toward design support. They are being very well received across all of our customer bases. This agreement offers Joule a valuable technology and a supply partner dedicated to meeting our customers' harsh design requirements." said Wade Williams, JOULE's president.

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About X-REL Semiconductor (www.x-relsemi.com)



X-REL Semiconductor is a French fabless company commercializing standard semiconductor products and ASIC's, as well as customized electronic solutions for HiRel HiTemp applications in markets such as Aeronautics & Space, Transportation & Automotive, Harsh Environments, Oil / Gas & Geothermal, Military, Energy and Industrial. X-REL is a spin-off of EASii IC.

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About JOULE (www.joulesales.com)



Joule Sales and Marketing focuses on the under served market of High Pressure and High Temperature design. The technologies offered deliver performance where commercial and industrial products cannot. Markets served: Oil and Gas, Mil Aero, Avionics, Defence, Homeland Security, Space, Alternative Energy, Hybrid Electric vehicle, Industrial.

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