



For Immediate Release

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**ARTERIS CONTINUES GLOBAL EXPANSION,
NAMES EUROPEAN AND NORTH AMERICAN SALES MANAGEMENT**

**Veteran Sales Executives to Lead Delivery of Arteris
Network on Chip Products Worldwide.**

PARIS, France – January 19, 2006 – Arteris SA, the emerging leader in Network on Chip (NoC) Solutions for Complex System-on-Chips (SoCs), today announced the hiring of Michel Telera as its Vice President of Sales for Europe and Arklin Kee as Vice President of Business Development for USA and Asia. The naming of the two veteran sales executives underscores Arteris commitment to global expansion as it brings its pioneering NoC products to electronics companies worldwide.

“The hiring of Michel and Arklin represents the start of Arteris’ global sales and support coverage,” said Charlie Janac, Chief Executive Officer of Arteris. “We have seen strong interest for our technology by some of the world’ top semiconductor companies and OEMs, and this will help us build a solid a foundation to service the worldwide market for the Arteris NoC Solution.

Telera was previously the Director of Southern Europe for Verisity where he built the organization from its inception to more than \$11 million in sales. He has a 20-year record of serving major European accounts for companies such as Viewlogic, Compass Technology, and Avanti.

Kee started his career at Bell Laboratories and became one of the early engineers at SDA (later Cadence Design Systems) and MIPS Technologies. He then transitioned

his business career to become one of the leading business development executives in the Electronic Design Automation (EDA) industry at companies such as Cadence, HLD Systems and Ponte Solutions.

About Arteris

Arteris, SA, provides Network on Chip solutions to transport and manage the on-chip communications within complex System-on-Chip (SoC) integrated circuits, increasing performance, reducing number of global wires, with lower power utilization while enabling the most complex, IP-laden designs. It allows chip developers to implement efficient and high-performance Network-on-Chip (NoC) designs, overcoming limitations of traditional layered or pipelined bus-based architectures. Arteris' technology is scaleable in terms of the number of IP blocks designers can network, as well as with deep submicron silicon manufacturing processes. The NoC solutions are compatible with existing design flows and with IP interface standards.

The Paris-based company operates globally with was offices in Boston and San Jose, California. Arteris has raised more than \$12 million in equity investment from an international set of venture capitalists, including Crescendo Ventures, Techno Venture Management and Ventech. More information can be found at www.arteris.com.

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