



Company Press Release

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Tallika announces Semiconductor Startup Client Success

Mesa, AZ., September 12, 2005 – Tallika Corporation, a Semiconductor Intellectual Property and Design Services Company, today announced Customer Success story with Celestial Semiconductor.

“The partnership with Tallika enabled us jump-start our SOC implementation and get working first-silicon, thus accelerating our time-to-market”, said Mr. Raymond Leung, Executive Vice President for Celestial Semiconductor.

Mr. Leung particularly highlighted the specific working style of Tallika that is geared towards the intense needs of semiconductor startups. In his words, “Tallika helped put together a world-class, customized solution that fit our needs, worked hard to own our problems, and solved them through the tapeout and foundry interface for mask database review. Our team is now better trained for the next project. The relationship gave us tremendous value for our money...”.

Regarding Tallika’s skill depth and expertise, Mr. Leung says “Tallika has some of the best consultants in the industry, and we would strongly recommend Tallika to design managers and executives considering outsourcing or in-house consulting”.

“Our successful engagement through tapeout, of Celestial’s highly complex design demonstrates Tallika’s capabilities to deliver results in challenging, fast paced startup environments. Our prior track record and experience in founding a Venture-backed Fabless company and bringing multiple high-end IC products to the market helps us understand and deliver a solution for the unique challenges faced by our Venture funded startup clients,” said Neel Das, V.P., Professional Services, Tallika Corporation; “At Tallika, we understand that a startup has to form the team, develop and deploy a methodology, and deliver products correct the first time very quickly – all at the same time. We have been there and done that – our startup customers appreciate this intangible value we bring to their team.”

About Celestial Semiconductor

Celestial Semiconductor is a fast growing company focusing on delivering solutions for the China's domestic digital TV market. Celestial Semiconductor Inc. (Celestial) was founded by a group of leading pioneers in the worldwide semiconductor industry, which combines top technical and business expertise in all major parts of the industry. Leveraging on its top-level in-house expertise in digital video/audio signal processing, network/communication, analog/mixed signal, RF and other design fields, the company offers advantageous design solutions to its customers. Celestial has established R&D centers in Beijing, China and Silicon Valley, USA.

For more information on Celestial's Products and Services, please visit <http://www.celestialsemi.com>

About Tallika Corporation

Tallika Corporation is a leading provider of Silicon Intellectual Property and Professional Services for consumer, networking, computing, and storage markets. Tallika's IP Portfolio includes PCI Express Controllers, Security Solutions and DDR I/II Controllers. Tallika's design services include turn-key Specification to GDSII – Specification, RTL, Verification, and RTL-to-GDSII – for digital and mixed-signal designs. Tallika specializes in design services for system level enablement PCI Express and Security technologies for its Customers.

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