



ICERA OPENS OFFICE IN CHINA

Bristol, UK and Shanghai, China, 2 December 2008. Icera Inc., the soft modem chipset company for the fast growing mobile broadband market, today announced that it is opening a customer engineering and sales centre in Shanghai, China. The office will provide sales and technical support for Icera's expanding customer base in China, as the company establishes its position as a major cellular data modem provider to the mobile industry.

Stan Boland, Chairman & CEO, Icera Inc., said: "China is a strategically important market for Icera. Icera is working closely with cellular carriers and manufacturers of mobile data devices and smartphones in the region to provide high performance, high speed mobile broadband for both the local market, now that 3G licenses have been awarded, and worldwide, as Chinese OEMs rapidly gain global market share."

"Our new Shanghai office will enable us to build a customer engineering and sales team to provide localized support to customers taking our reference designs to market in the region," Boland continued.

Icera Shanghai is located at: 17/F, Times Square, 500, Zhang Yang Road, Pudong Shanghai, PRC, 200020.

About Icera

Icera is a fabless semiconductor company, pioneering high performance, low power, soft modem chipsets for the fast growing mobile broadband device market. Icera technology delivers the highest performance modem solutions for USB dongles, datacards, laptops, mobile internet devices and smartphones. Founded in 2002, Icera is headquartered in the UK, with design locations in Bristol and Cambridge, UK, Sophia Antipolis, France, Waterloo, Canada and Richardson, Texas, with customer engineering and sales offices in Europe, Japan, Taiwan, Korea, China and USA. For more information, visit the Icera web site at www.icerasemi.com

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