



PRESS RELEASE

For further information, please contact:
George Karalias
Director of Marketing and Communications
gkaralias@rocelec.com
Tel: 978-462-9332 x3312

GENNUM NAMES ROCHESTER ELECTRONICS AUTHORIZED DISTRIBUTOR

-- Legacy and End-of-Life Products Supported by Recognized Market Leader--

NEWBURYPORT, Mass. – October 1, 2008 – Rochester Electronics, the world’s most comprehensive and authorized source of discontinued product, announced today it has been selected as an authorized distributor for Gennum Corporation, a designer of innovative semiconductor solutions and intellectual property (IP) cores for advanced consumer connectivity, video broadcast and data communications products. Rochester will help Gennum’s customers continue to fill orders when products reach end-of-life status.

“Every product and technology has a life cycle,” said Klaus Mueller, senior vice president, global sales, Gennum Corporation. “However, the end-of-life schedule for the manufacturer may not reflect the ultimate schedule of the customer. Partnering with Rochester enhances our end-of-life strategy and allows us to better serve our customers.”

An authorized distributor and manufacturer, Rochester Electronics provides continuing customer support for products that have been discontinued by the original manufacturer. Known as Leaders on the “Trailing Edge of Technology®,” Rochester acquires all remaining manufacturer end of life (EOL) inventory, including finished devices, die and selected intellectual property.

“Rochester is committed to providing Gennum and its customers the most capable support possible for discontinued products,” said Curt Gerrish, Rochester Founder and CEO. “Gennum products for consumer connectivity, video broadcast and data communications are critical to many existing and continuing customer applications, which will require ongoing product supply and support. With the growing problem of counterfeit and substandard product, it is even more important that customers have an authorized distributor for unquestionable quality and reliability. This is a significant addition to our product lines that will solve many customers’ needs at end-of-life and in the future.”

The agreement with Gennum allows Rochester to provide an even more complete offering of discontinued semiconductors, so Rochester’s customers can fill most requirements with one call.

About Rochester Electronics, LLC

Rochester Electronics, LLC. is the world’s most comprehensive source and solution for discontinued semiconductors. Authorized by over 40 leading semiconductor manufacturers, Rochester purchases all remaining finished devices, wafer/die and available intellectual property. All products are 100% manufacturer traceable and certified. Rochester’s product offering includes more than five billion finished devices, ten billion die and over 20,000 Rochester continuing manufacturing device types. Rochester is privately held and worldwide corporate headquarters are located at 16 Malcolm Hoyt Drive, Newburyport, MA 01950 USA, Sales offices are also located throughout the U.S, Europe and Asia. Phone 978-462-9332, Email: sales@rocelec.com, Web site: www.rocelec.com.

About Gennum Corporation

Gennum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. A recognized award-winner for advances in high definition (HD) broadcasting, Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Germany, India, Japan, Korea, Mexico, Taiwan, the United States and the United Kingdom.

www.gennum.com

#