



**TELEAGENT SYSTEMS**

## **Telegent Systems Names Joe LaValle as Vice President of Sales**

SUNNYVALE, CA – October 7, 2008 – Telegent Systems, the company that makes television mobile with its high-performance single-chip mobile TV solutions, today announced that it has appointed Joe LaValle to the position of vice president of sales. With more than twenty years of experience in executive leadership and sales management roles in the semiconductor and telecommunications industries, Joe is ideally suited to directly contribute to the company's growth in the mobile TV market.

“Joe's track record with companies such as SiRF, Intel and Digital Equipment, combined with his experience in motivating and directing sales organizations, will be instrumental in enabling Telegent to continue to establish and develop relationships with leading manufacturers of consumer electronics products,” said Weijie Yun, president and CEO of Telegent Systems. “Joe will play a key role in developing Telegent's position as a leader in the mobile TV sector.”

LaValle's prior experience encompasses leading technology companies such as SiRF, Intel, Digital Equipment and 3M. As vice president of sales at SiRF, he grew sales of the company's wireless semiconductor and software solutions from \$50 million to more than \$300 million over a four year period. Prior to SiRF, Joe spent nine years in Asia, serving as Director of Sales Asia Pacific for Intel's Communications Sales Organization and as the General Manager for Intel Japan's Computing and Embedded Group division. He joined Intel in 1998 following its acquisition of Digital Equipment's semiconductor business, which he was responsible for establishing in Asia Pacific.

“Telegent is well positioned to lead the adoption of mobile TV worldwide, with an architecture that allows for high performance analog and digital mobile TV solutions in a variety of consumer devices, and a customer base that is rapidly penetrating the global market TV handsets incorporating our technology,” said LaValle. “I am delighted to be a member of the team that will propel the company forward to an undisputed leadership position.”

## **About Telegent Systems**

Telegent Systems is a leading fabless CMOS semiconductor company providing high performance, single-chip solutions enabling free-to-air and subscription mobile TV in mobile handsets, portable devices and consumer electronics. Telegent's solutions make television mobile, delivering both analog and digital broadcast reception with unparalleled sensitivity and picture quality in mobile environments, ultra-low power consumption and the highest integration simplifying mobile device design and manufacture. For more information, visit [www.telegent.com](http://www.telegent.com).

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