

FOR IMMEDIATE RELEASE

MCA PUBLIC RELATIONS TO HOST BRIGHTSPOTSSM FORUM ON 3D IC TECHNOLOGY

MOUNTAIN VIEW, Calif., June 8, 2009—MCA, a global, high-tech public relations agency, today announced it will be hosting an online panel discussion in cooperation with SemiNeedle, dubbed the BrightSpots 3D IC Forum, which will enable industry professionals to partake in an active discussion exploring the key issues surrounding 3D ICs from design to manufacture. The BrightSpots 3D IC Forum offers a platform for continuous dialogue that extends the life of a traditional panel event. To run from July 6 through 24, 2009, the BrightSpots 3D IC Forum will feature an all-star lineup of industry experts exploring critical issues associated with 3D IC technology and addressing questions from the public.

Moderating the forum will be Françoise von Trapp, blogger and industry commentator, *Françoise in 3D/3D InCites*. Panelists include industry leaders from throughout the 3D IC value chain:

- Paul Lindner, Executive Technology Director, EV Group
- Sitaram R. Arkalgud, Director, 3D Interconnect Program, SEMATECH
- Ricardo Borges, Senior Product Marketing Manager, Silicon Engineering Group, Synopsys, Inc.
- Robert Patti, Chief Technology Officer, Tezzaron Semiconductor Corp.
- Jean-Christophe Eloy, Founder and Chief Executive Officer, Yole Développement

To join the online discussion or log on to monitor progress, visit: www.semineedle.com/MCA3DIC. You can also monitor BrightSpots-related activities on Twitter under the hash tag: #MCA3DIC.

About SemiNeedle

SemiNeedle (www.semineedle.com) is an online roundtable, conference, tradeshow and networking destination for the semiconductor and electronics industry. Using its advanced conversational platform, SemiNeedle enables the semiconductor and electronics companies and organizations to conduct self-service, secure, private and public events and exhibitions within a community of professionals with common interests. Headquartered in San Francisco, Calif., SemiNeedle.com is a property of InfoNeedle Inc., enabling similar collaborative destinations for various vertical markets.

About BrightSpots

BrightSpots is a forum that combines elements of a blog, webcast and physical panel event to provide continuous discussion on a variety of important industry topics. With participants actively engaged in this online forum, BrightSpots extends the life of discussions on issues that are important to both them and the broader industry. For more information, please contact Karen Do at kdo@mcapr.com or on Twitter at @karendo.

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About MCA

Based in Mountain View, Calif., MCA is a high-tech, global public relations and marketing agency dedicated to creating the connections that incite conversations and accelerate measurable success. Whether you're a hot start-up or global *Fortune 500* company, B2B and B2C companies rely on MCA's team of experts to design customized global PR and marketing communications programs that integrate the right balance of traditional and emerging new media tools. For over two decades, MCA's expertise spans the semiconductor, flat-panel display, embedded electronics, biotechnology and alternative energy industries. Visit www.mcapr.com for more information.

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