

FOR IMMEDIATE RELEASE

MCA PUBLIC RELATIONS TO HOST BRIGHTSPOTS LITHOGRAPHY FORUM DURING BACUS 2010

Industry Experts to Discuss “Un-masking Next-Gen Litho Challenges” in Live and Online Format

MOUNTAIN VIEW, Calif., September 1, 2010—MCA, a global high-tech communications agency, today announced it will be hosting its next online panel discussion in cooperation with [SemiNeedle](#), dubbed the [BrightSpots Lithography Forum](#), which will enable industry professionals to partake in an active discussion exploring the key issues surrounding the future of lithography. On Tuesday, September 14, a live panel event, also available online, will be held during the SPIE/BACUS Photomask Technology Symposium and will kick off an online discussion forum that will begin the next day, September 15. The forum will feature the panelists from the live event engaging with the public in an online discussion that runs until September 24.

Moderating the forum will be Aaron Hand, industry expert and blogger. Panelists include industry leaders from throughout the lithography value chain:

- Paul W. Ackmann, Engineering Fellow, Advanced Reticles and Associated Technology Interaction, GLOBALFOUNDRIES
- Aki Fujimura, Chief Executive Officer, D2S
- Franklin Kalk, Chief Technology Officer, Toppan Photomask
- Mike Rieger, Group Director, Technology, Silicon Engineering Group, Synopsys

The live panel will take place on Tuesday, September 14 at 5:15 p.m. Pacific Time. This event will be accessible online, allowing participants a unique opportunity to gain greater insight into the latest technology trends and developments in lithography, and pose questions directly to some of the foremost experts in the field. To register for online access to the live panel event, click here: <https://www2.gotomeeting.com/register/871337162>.

To register for the online discussion forum taking place September 15 through September 24, visit: www.semineedle.com/MCALITHO. You can also monitor BrightSpots-related activities on Twitter under the hashtag: #MCALITHO.

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About SemiNeedle

InfoNeedle is the leader in industry focused virtual expos, events and community sites. SemiNeedle, www.semineedle.com, is its electronics, semiconductor and clean tech destination site, offering self-service tools and services for event organizers and corporations to host their own virtual expos, events and year-round community sites. InfoNeedle is based in San Francisco, Calif.

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 Angie Kellen at akellen@mcapr.com or on Twitter at @akellen.

About MCA

Now in its third decade as a high-tech communications agency, MCA serves all areas of the technology ecosystem on both sides of the B2B and B2C fence. Based in Mountain View, Calif., MCA possesses deep expertise across the global semiconductor, flat-panel display, embedded electronics and alternative energy industries. The company tailors each client program to blend the best of traditional communications and new media strategies to successfully drive sales, increase valuation and build global brand. With a client base that ranges from hot startups to established industry leaders, MCA designs and delivers a full spectrum of communications programs marked by solid strategy and relentless execution. For more information, visit www.mcapr.com

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