Lattice Semiconductor Appoints Esam Elashmawi as Chief Marketing and Strategy Officer

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FPGA Industry Executive to Lead Lattice's Global Corporate Marketing and Strategy to Accelerate Profitable Business Growth

PORTLAND, Ore.--(BUSINESS WIRE)--Sep. 25, 2018-- Lattice Semiconductor Corporation (NASDAQ: LSCC), a leading provider of customizable smart connectivity solutions, announced the appointment of Esam Elashmawi as the Company's Chief Marketing and Strategy Officer, effective immediately. Mr. Elashmawi brings extensive sales, marketing, strategic planning, and general management experience to his new role. Prior to Lattice, Mr. Elashmawi was Senior Vice President and General Manager at Microsemi Corporation credited for the management of the Company's FPGA, Storage and Timing Solutions product lines.

Jim Anderson, President and Chief Executive Officer, said, "We are very pleased to welcome Esam Elashmawi to Lattice's leadership team in the important role of Chief Marketing and Strategy Officer, as we continue to attract highly qualified talent to our team. Esam was instrumental in the growth and success of Microsemi and his experience and in-depth understanding of the FPGA industry, our target end markets and customer relations will help Lattice drive sustained growth and profitability."

Mr. Elashmawi said, "I am very excited to be joining Lattice alongside Jim and his talented team. Lattice's heritage and focus on bringing new industry-leading programmable hardware and software solutions to market position it to directly benefit from ongoing growth in the established industrial, automotive, connected consumer and IoT markets. I look forward to helping the company build shareholder value by extending its global brand and capitalize on new growth opportunities, such as edge computing and artificial intelligence applications."

Esam Elashmawi brings to the role 30 years of FPGA technology and industry experience. Over the past decade, he has successfully managed and developed solutions and equipment for the datacenter, automotive, defense, communications and industrial markets. He most recently served as Senior Vice President and General Manager at Microsemi Corporation since 2010. Mr. Elashmawi previously served as Vice President of Product Development at Actel Corporation, which Microsemi acquired in 2010. Earlier in his career he co-founded SiliconExpert Technologies, a component management software company, which was acquired by Arrow Electronics. He holds a Master of Science in Electrical Engineering and a Bachelor of Science in Electrical Engineering from Santa Clara University.

Forward-Looking Statements Notice:

The foregoing paragraphs contain forward-looking statements that involve estimates, assumptions, risks and uncertainties. Any statements about Lattice's expectations, beliefs, plans, objectives, assumptions or future events or performance are not historical facts and may be forward-looking. Such forward-looking statements include statements relating to: our expectation that we will experience accelerated profitable business growth; that we will drive sustained growth and profitability; and that we will build shareholder value by extending our global brand and capitalize on new growth opportunities, such as edge computing and artificial intelligence applications. Other forward-looking statements may be indicated by words such as "will," "could," "should," "would," "may," "expect," "plan," "project," "anticipate," "intend," "forecast," "future," "believe," "estimate," "predict," "propose," "potential," "continue" or the negative of these terms or other comparable terminology.

Factors that may cause actual results to differ materially from the forward-looking statements in this press release include global economic uncertainty; overall semiconductor market conditions; the trading price of our common stock on the date of the inducement award, market acceptance and demand for Lattice's products; and the impact of competitive products and pricing; technological and product development risks;. In addition, actual results are subject to other risks and uncertainties that relate more broadly to Lattice's overall business, including those risks more fully described in Lattice's filings with the SEC, including its annual report on Form 10-K for the fiscal year ended December 30, 2017, and Lattice's quarterly reports filed on Form 10-Q.

You should not unduly rely on forward-looking statements because actual results could differ materially from those expressed in any forward-looking statements. In addition, any forward-looking statement applies only as of the date on which it is made. Except as required by law, Lattice does not intend to update or revise any forward-looking statements, whether as a result of events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.

About Lattice Semiconductor Corporation:

Lattice Semiconductor (NASDAQ: LSCC) is a leader in smart connectivity solutions at the network edge, where the "things" of IoT live. Our low power FPGA and video ASSP products deliver edge intelligence, edge connectivity, and control solutions to the industrial, consumer, communications, compute, and automotive markets. Our unwavering commitment to our global customers enables them to accelerate their innovation, creating an even better and more connected world.

For more information about Lattice, please visit www.latticesemi.com. You can also follow us via LinkedIn, Twitter, Facebook, YouTube, WeChat, Weibo or Youku.

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