



Origin Electronics Named Distributor for Lattice Semiconductor in Greater China

April 13, 2009

Lattice is Flagship Partner of Origin Electronics Asia, a New Division of Nu Horizons Electronics Asia Pte Ltd

HILLSBORO, OR - APRIL 13, 2009 - Lattice Semiconductor (NASDAQ: LSCC) today announced that effective immediately Origin Electronics, a division of Nu Horizons Electronics Corp. (NASDAQ: NUHC), will distribute the full range of Lattice products in Greater China. Nu Horizons announced the formation of Origin Electronics on April 8.

"Lattice is extremely pleased to welcome Origin Electronics as our distribution partner in China and Taiwan," said Stacy Fender, Lattice's Corporate Vice President of Sales. "There is no question that Origin Electronics will provide superb customer and logistical support. Of equal importance, the Nu Horizons business model and culture have always emphasized demand creation, and we are confident that Origin Electronics will deliver those same results for Lattice."

"Origin Electronics is very excited to join forces with Lattice," said Wendell Boyd, President of Nu Horizons Electronics Asia. "We will work closely together to develop new opportunities for both companies in the Asia Pacific region. Lattice's substantial product portfolio and leadership position in the programmable logic market will provide our customers with innovative product choices and world-class customer service."

"As the recent announcement of its LatticeECP3 FPGA family demonstrates, Lattice consistently sets the standard for cutting-edge programmable logic products as well as customer support," said Chua Hai Yen, General Manager for Origin Electronics. "The Lattice product portfolio of FPGAs, CPLDs, Programmable Clock and Power Management devices, software design tools and IP cores is second to none."

About Origin Electronics Asia

Origin Electronics Asia is a new division of Nu Horizons Electronics Asia Pte Ltd. Established in April 2009 and headquartered in Hong Kong, Origin Electronics currently has presence in China (Hong Kong, Shanghai, Shenzhen) and Taiwan. For more information, please visit the company's website, www.origin-electronics.com.

About Lattice Semiconductor

Lattice is the source for innovative [FPGA](#), [PLD](#) and [Mixed Signal](#) programmable logic solutions. For more information, visit www.latticesemi.com

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