



Lattice Semiconductor and Phoenix Technologies Ltd Sign Israeli Distribution Agreement

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HILLSBORO, OR, Nov 15, 2011 (MARKETWIRE via COMTEX) -- Lattice Semiconductor Corporation (NASDAQ: LSCC) and Phoenix Technologies Ltd today announced they have signed a distribution agreement for Israel. Under the terms of the agreement, Phoenix Technologies is authorized to sell Lattice's complete portfolio of innovative low power, low cost FPGA, PLD and programmable power management design solutions in the region.

"Phoenix Technologies is pleased to partner with Lattice in the distribution of their innovative programmable logic devices," said Abraham Gelber, CEO of Phoenix Technologies. "Lattice's unique products offer an outstanding synergy with Israeli programmable logic requirements, and will enable us to provide our customer base with the best in FPGA, PLD and power management solutions."

"Phoenix Technology's technical expertise and demand creation focus align perfectly with our strategy to expand our presence in the critical Israeli market," said Stacy Fender, Lattice's Corporate Vice President of Sales. "We are confident they will deliver exceptional levels of service and support to our customers."

About Phoenix Technologies Ltd Phoenix Technologies is a leading Distributor of cutting edge IPs, components, modules and development tools in Israel and Turkey. Phoenix Technologies provides advanced logistic and technical support primarily to customers in the embedded, communications, security, medical, defense, industrial and multi-media market segments.

About Lattice Semiconductor Lattice is the source for innovative FPGA, PLD and programmable Power Management solutions. For more information, visit www.latticesemi.com. Follow Lattice via Facebook, RSS and Twitter.

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EDITORIAL/READER CONTACT:

Brian Kiernan
Corporate Communications Manager
Lattice Semiconductor Corporation
503-268-8739 voice
503-268-8688 fax
brian.kiernan@latticesemi.com

SOURCE: Lattice Semiconductor Corporation