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Samplify Systems Completes \$6.5M Funding From Charles River Ventures and Formative Ventures

MENLO PARK, Calif. —April 3, 2007—Samplify, a real-time compression IP provider, today announced that it has secured \$6.5 million in Series A funding from Charles River Ventures and Formative Ventures. Samplify will use the proceeds to accelerate product development and expand its engineering, sales and marketing teams. Samplify recently launched its high-speed, FPGA-based sampled-data compression technology. Samplify's technology can compress real-time signals up to 40 Giga samples per second, solving the storage and bandwidth bottlenecks typically found in medical imaging, wireless infrastructure, automated test, military, and instrumentation systems.

"The support of two top-tier venture capital firms, Charles River Ventures and Formative Ventures, is a strong endorsement of Samplify's technology and strategy," said Al Wegener, Samplify founder and CTO. "Samplify's patented algorithms are designed to address the significant limitations in high-performance data acquisition, transfer, and storage."

"There is tremendous potential in the application of Samplify's compression technology across a wide range of industry segments today," said Bruce Sachs, of Charles River Ventures, "Samplify is positioned to not only take advantage of the opportunities, but also to define them."

Bruce Sachs of Charles River Ventures and Brian Connors of Formative Ventures will both be joining Samplify's Board.

About Charles River Ventures

Founded in 1970, Charles River Ventures (CRV) is one of the oldest and most successful early-stage venture capital firms, with nearly \$2B under management. CRV is dedicated to helping exceptional entrepreneurs turn their ideas into the next category leaders in the data communications and software and services sectors. The firm's investment returns are consistently among the highest of any venture capital firms. This superior investment record includes leading companies such as Cascade, Chipcom, CIENA, iBasis, Sybase, Sonus Networks, SpeechWorks International and Vignette. CRV has offices in Boston, MA and Menlo Park, CA. For more information, visit www.crv.com.

About Formative Ventures

Formative Ventures (FV) is a leading early-stage venture capital firm that invests in the industry's next-generation emerging technologies leaders in areas such as communications, wireless, and next-generation Internet solutions. FV's general partners

were key contributors during the formative, early revenue stages of such market-leading companies as C-Cube Microsystems, Qualcomm, LSI Logic and Synopsys. FV is located in Menlo Park, CA. For more information, visit www.formative.com.

About Samplify Systems

Samplify Systems is a venture-funded Silicon Valley startup that delivers *simply the bits that matter*[™] in real-world signal processing applications. By bridging the ever-widening gap between faster data converters and the fixed-bandwidth infrastructure that transfers, processes, and stores those samples, Samplify's patented algorithms and products substantially reduce that gap. Samplify targets embedded applications in the COTS, military, medical imaging, homeland security, ATE, test and measurement, and data acquisition markets.