



FOR IMMEDIATE RELEASE

ADVANCE TECHNOLOGY SOURCE ANNOUNCES CHEETAH HDMI CABLE PRODUCT FAMILY

*Long-Reach HDMI Cables Using ActiveConnect™ Technology
Enables 1080p Signals at 100 Meters*

Cupertino, California, January 4, 2008 – Advance Technology Source (ATS), a premier cable supplier, today announced Cheetah, a new product family of intelligent, long-reach HDMI cables. Leveraging ActiveConnect™ technology from Gennum Corporation (TSX: GND), ATS' new Cheetah cables allows full streaming full performance HDMI and enables optimal cable performance for the most demanding multimedia products.

Cheetah cables allow an HDMI signal – over copper cabling – to reach up to 100 meters with a clear full HD 1080p signal and more than triples the reach of previous generation cable solutions. The extended cable reach is the longest currently available to the consumer market and is ideal for medical, teleconferencing and projection applications. Initial products from the ATS Cheetah line will be available beginning in January 2008.

“The Gennum ActiveConnect solution is enabling ATS to bring a new class of HDMI connectivity to our customers,” said Eric Johnson, president of ATS. “Our new Cheetah line delivers a lower cost, higher performance HDMI cable solution for unprecedented distances and gives ATS a clear advantage for both consumer and industrial applications.”

The Cheetah line of HDMI products will include support for HDMI 1.1, HDMI 1.3 and long-haul HDMI. The Cheetah DVI line will provide a digital visual interface (DVI) cable for original equipment manufacturers (OEMs) providing products for medical, teleconferencing and projection applications. With distances spanning from 30 to 450 feet, the Cheetah family of cables will be available beginning in January and then throughout 2008.

“With consumers demanding longer cables to span greater distances to connect displays to various multimedia devices, the ATS Cheetah cables are an excellent solution at the right time,” said Martin Rofheart, Senior Vice President and GM of the Analog & Mixed-Signal Division, Gennum Corporation. “Our ActiveConnect technology allows the Cheetah cables to deliver the longest reach currently available without compromising signal quality. We are pleased that ATS is utilizing our ActiveConnect technology to ensure the highest performance, at the longest distances and at the lowest price points for cabling that supports both HDMI and DVI.”

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Cheetah Demo at CES

The new Cheetah cable line from ATS will be displayed at the Consumer Electronics Show (CES) in Las Vegas next week in Gennum's booth at the Las Vegas Convention Center, South Hall 2, HDMI Pavilion, Booth #25705 and at the Display Port TechZone Pavillion, Sands Expo & Convention Center, 201 East Sands Avenue, Booth #71857.

About Gennum's ActiveConnect Solution

Targeting high-rate HDMI applications, the semiconductor-based solution is comprised of a transmitter and a receiver and enables consumer, business and industrial applications to stream HDMI content, via low-cost cable, at distances an order of magnitude greater than cables available today. As important, the new solution supports current and legacy versions of HDMI, including 1.1, 1.2 and 1.3, enabling backward compatibility with existing equipment.

About ATS

As a worldwide high technology solution provider, ATS leverages the distribution-supplier sourcing model and the new buying power of worldwide manufacturers and distributors to deliver cost effective solutions to customers. ATS strategically delivers high technology products to the OEM and consumer product marketplace leveraging its strength for technical manufacturing of high quality, low cost raw materials. The company supplies a comprehensive portfolio of solutions from low-cost passives to high-end semiconductors, fabrication items including PCBs, PCB assemblies, plastics, custom metals and cables, and OEM and consumer end user consumer electronic products. ATS is headquartered in Cupertino, California with sales and manufacturing facilities in China.

About Gennum

Gennum Corporation (TSX: GND) designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, enterprise, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. A winner of a Technical Emmy® award for advances in high definition (HD) broadcasting, Gennum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Mexico, Japan, Korea, Germany, the United States, Taiwan and the United Kingdom. www.gennum.com

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