



FOR IMMEDIATE RELEASE

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EMA Acquires DesignAdvance

Rochester, NY (April 15, 2009) – EMA Design Automation™ (www.ema-eda.com), a full-service provider of Electronic Design Automation (EDA) solutions, today announced that it has acquired DesignAdvance and all of its intellectual property. “This acquisition builds on our EDA portfolio and strengthens our PCB solutions focus,” said Manny Marcano, president and CEO of EMA Design Automation. “This patented technology jointly developed by DesignAdvance and Carnegie Mellon University offers significant productivity enhancements for our PCB design customers.”

As part of the acquisition, EMA has hired the key people responsible for creating and enhancing the DesignAdvance products, including Chandan Aladahalli, Ph.D., lead scientist and cofounder of DesignAdvance. This will allow EMA to continue the development of the three DesignAdvance products - CircuitSpace® , CircuitProbe™, and CircuitPlan™. “With EMA’s deep penetration into the PCB design market, we’ll be able to work with a broad range of customers to help solve their real world problems using our cutting edge technology,” said Dr. Aladahalli. “EMA provides the customer interaction that allows us to tailor our aggressive roadmap and product development schedule to meet the specific needs of the marketplace.”

CircuitSpace implements a hierarchical approach to printed circuit board design through enhanced Autoclustering™ and replication technologies. CircuitSpace also

expedites the design process through the use of template generation for global library usage across divisions, template usage with and without etch, automated layout reference designator propagation, and automated change report between layout designs. Because CircuitSpace is accessed through an add-on menu within the Cadence® Allegro® PCB Editor, it is very easy to integrate these capabilities into a design flow.

The acquisition also includes CircuitProbe and the recently announced CircuitPlan tool. CircuitProbe offers cross-probing between the Cadence Allegro PCB editor or viewer and a PDF schematic. CircuitPlan is a tool that provides the industry's first solution that offers true planning, feasibility and design collaboration from concept level planning through physical design and test. CircuitPlan leverages DesignAdvance's patented technologies such as Autoclustering, intelligent design (IP) reuse, and cross-probing with powerful floor planning and collaboration capabilities.

"This is a great opportunity for the product as well as the development team," said Ed Pupa, president of DesignAdvance. "EMA is very focused on the PCB design flow, and their close relationship with Cadence Design Systems will allow the team to work within that flow and offer better integration."

For more information about EMA and its products, visit www.ema-eda.com or call 800-813-7494 and sign up for a demonstration webinar.

About EMA Design Automation, Inc.

EMA Design Automation offers leading product development solutions including electronic design automation tools, a complete range of product lifecycle management systems, consulting services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America. EMA manufactures TimingDesigner®, a static timing analysis solution, and distributes it through a worldwide network of value added resellers. EMA is a privately held corporation

headquartered in Rochester, New York. Visit EMA at www.ema-eda.com for more information.

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