FOR IMMEDIATE RELEASE

Contact Information:

Janet Roberts
EMA Design Automation
949-443-1695
Janet@GJRoberts.com

EMA Adds Global Access to Premier Farnell Component Database for Cadence OrCAD Capture CIS Users

Rochester, NY (September 14, 2009) – EMA Design Automation™ (www.ema-eda.com), one of the world's largest Electronic Design Automation Value Added Resellers, today announced that the Component Information Portal™ (CIP) for Cadence® Design Systems OrCAD® Capture CIS users, currently available in North America, is now also available to customers in Europe, the Middle East, and Africa (EMEA), as well as selected countries in the Asia Pacific region. Customers can now find parts data in the Premier Farnell® database and automatically populate their CIS database. "EMA's Component Information Portal™ (CIP) saves design time and reduces errors by automating the tasks that every engineer must perform in order to create a design," said Manny Marcano, president and CEO of EMA Design Automation. "By providing access to the Premier Farnell database, often in their native language and currency, engineers have relevant, accurate, and current information on all the parts they specify for their design."

"We are pleased that Premier Farnell's DesignLink is now available to our many European customers who use OrCAD Capture CIS," said Andy King, president of Farnell Europe. "We are constantly striving to find ways to better serve our customers. DesignLink was developed to enable design engineers access to our more than 500,000 parts directly within their CAD tool."

Current methods to gather device parametric data are manual and error prone. CIP automates this process by interfacing directly with the component distributors'

- more -

databases and transfers the relevant data into the user's database. This methodology saves time allowing users to focus on product differentiation as opposed to data entry. It also prevents errors due to manual entry avoiding costly design problems or procurement difficulties downstream. Part price and availability information is known early in the design process in order for engineers to make the correct design decisions, but also make appropriate business decisions.

"Enabling users to search for parts and populate their OrCAD Capture CIS database directly from their local distributor is a huge times savings," said David Blunt, president at Parallel Systems, a Cadence Value Added Reseller for the UK. "With the vast part library provided by Premier Farnell, one of the top distributors in the UK, our users will now be able to see local cost and availability of parts as well as the parametric data and reference to manufacturers' datasheets, offering an advantage over the competition."

For more information about accessing the Premier Farnell online database with the EMA Component Information Portal, visit www.ema-eda.com/CIP or call 800-813-7494.

About EMA Design Automation, Inc.

EMA Design Automation offers leading product development solutions including electrical CAD tools, mechanical CAD 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, and an Autodesk® authorized value added reseller. EMA manufactures the Component Information Portal™, TimingDesigner®, and CircuitSpace™, and all are distributed 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.

# # #