



OVERVIEW

About Us

Founded in 1992 by Matthew Quint, former public relations manager for Hitachi Semiconductor and Philips Semiconductors (Signetics), Quint PR has deep roots in Silicon Valley. We focus on companies with emerging technologies that enable electronic system design and development in the communications, personal computing, mobile systems, consumer electronics, and industrial markets. Our programs build awareness and credibility, articulating messages that contribute directly to our clients' growth and success. The hallmarks of such successes are acquisitions, IPOs, and the stellar growth within the organizations we serve.

Our formula for success combines solid communications principles with the latest communications methods, including online publications, blogging, and podcasts.

Unlike many agencies, *all* Quint PR agency clients work personally with the founder and principal, assuring that they receive only top-notch support from a highly-respected industry veteran. For that reason, Quint PR keeps its client portfolio small and select.

We also have strong personal relationships with the market's messengers: the technology press, market analysts, and the online media community. Our work in all aspects of the semiconductor industry has given us the depth and breadth of technology, business and product knowledge needed to command the attention of these crucial people.

Quint PR depends on a strong team of experts in a wide range of disciplines, including business and finance, technology, marketing, journalism, and market research. We utilize experienced professionals with specialized skills, and complement our in-house staff with experts in each of these key areas. This talent pool enables us to select the best consultants for each communications program, including market strategists, researchers, media relations specialists, and writers.

About Matthew Quint

Principal Matthew Quint has over 25 years in high-tech PR, marketing, and communications in the Silicon Valley semiconductor community, including stints on the client side, the agency side, and in market research. He has worked with many of the top figures in the field in both industry and the media, and colleagues and clients openly regard him as the dean of high-tech component public relations. Matthew is well known for his relationships with the press, especially his ability to clearly distinguish the crucial differences between publicity and real news.

Matthew and Quint PR are credited with playing a lead role in some of the most important new technology movements, products, and corporate mergers in electronic components:

- He was involved in the earliest consumer wireless technology at Signetics (Philips Semiconductors), and was the first PR professional to pitch wireless technology into the digital design world in 1990, while pundits were predicting the imminent death of analog circuits.
- For Chips & Technologies, Matthew promoted some of the first graphic controllers that allowed video on notebook computers. His programs for Chips were the first to garner

awareness for the potential benefits of television viewing, video playback and capture on notebooks.

Quint PR client MediaQ produced the first graphic chips with integrated JPEG camera support that were developed specifically for mobile phones. By successfully promoting MediaQ's early mover status to electronic design, wireless, and mobile phone analysts, publications, and websites, MediaQ became known as the leading innovator in the mobile media chip industry.

Our Client Relationships

Quint PR works personally with the client's entire team: engineering, management, communications and marketing. Our small size means that we can focus closely on meeting each company's specific needs.

We start by studying our client's business, technology, and products until we are thoroughly familiar with all of them. Ideally, our programs are integrated into the company's core planning activities. This intimate approach helps us develop messaging platforms that integrally support business plans, corporate presentations, website content, product and technology introductions, and other ongoing communication programs. Consequently, we play a key role in our client's business success. Many of our clients have been acquired or gone public either during or shortly after our tenure with them, and clients have said that our programs have contributed directly to these successes.

Our programs cover a range of audiences, such as corporate management, design engineering and management, network architects, IT managers, company employees, suppliers, and investors in private and public markets. Quint PR's extensive knowledge of these audiences helps us reach the lead influencers in each of them. More important, we know well, and often personally, key members of the business media, trade, and technology press, and of the online media communities that reach and influence these leaders.

Combined with our in-depth knowledge of the client, this comprehensive approach enables us to develop the appropriate content and stimulate the right influences. We create coherent content that can be used across the entire communications program.

In the past, Quint PR has worked with large multinational companies such as NVIDIA, Marvell, and LSI Logic. But most of our work has been with companies in their formative stages, often starting when there's only a handful of pioneers. When we join forces with a startup in its early stages, we enjoy the most satisfying challenge, because the initial strategies that we formulate often lead visibly to the company's achievements and growth.

It's a rarity when high-tech PR agencies maintain client relationships for five years or more, but Quint PR is known for keeping our clients a long time. In the case of AnalogicTech we have been the company's only public relations agency of record. We have remained with many of our clients during the transition to acquisition or IPO:

- Quint PR was Level One's agency before, during and after their IPO in 1993.
- We were one of MediaQ's earliest agencies and did some of their early product launches before the company was acquired by NVIDIA in 2003. We continued to work with the product line with NVIDIA.
- Virage Logic completed its IPO after we had assisted them early in their existence and introduced them to the press prior to the initial product announcements.
- We worked on product public relations for Chips & Technologies for over five years before they were acquired by Intel in 1998.

- Silicon Image went public after our affiliation with the company. We assisted the company during its initial promotion of its DVI interface, which became the industry standard digital interface for connecting CPUs and flat-panel displays.
- iCompression was acquired by GlobeSpan in after two years with Quint PR.
- We worked with Advanced Analogic Technologies, Inc. (AnalogicTech) for nearly four years before it went public in 2005 and afterward to the present time.

Our Programs

Launching a New Company

In the pre-launch stage, we

- Develop message hierarchy for business, technology, products;
- Match the messages with the appropriate audiences;
- Perform Web key word analysis;
- Develop initial relationships with key press and analysts;
- Cultivate partnerships with press and analysts;
- Develop background materials;
- Synchronize corporate, marketing, web, and press messages, and activities.

When launch time rolls around, we

- Release concurrent funding announcements;
- Release concurrent product announcements;
- Meet with editors and analysts; and
- Analyze results.

Maintaining Momentum Post-Launch

To keep the post-launch buzz going, we

- Produce a stream of meaningful announcements for both web and print media;
- Locate speaking opportunities;
- Produce appropriate, relevant editorials and technical articles for web and print;
- Ensure ongoing press/analyst contacts;
- Expand the media landscape beyond the initial targets; and
- Work to get the company involved in trade show programs.

Introducing a New Product

To get a new product the appropriate exposure, we

- Perform messaging and competitive analyses;
- Test the product's unique value proposition;
- Perform target media/analyst analyses; and
- Announce partnerships or beta customers

Formulating a Funding or Exit Strategy

To prepare for the next company milestone, we

- Create opportunities to focus on the company;
- Highlight customer success stories;
- Explain key partnerships;
- Point to the achievements of key personnel; and
- Add equity analysts to the media mix.

CASE STUDIES

MediaQ (acquired by NVIDIA)

MediaQ was an early-stage startup with some of the very first graphics chips targeting the mobile market for PDAs, mobile phones, and other handheld devices. Quint PR's analysis revealed a company with a vision of where the market was headed: Media Q had anticipated the very earliest camera phones. MediaQ saw a world market potential for video- and graphics-focused handheld systems. But first, OEMs needed the silicon that would make this possible.

We realized that promoting MediaQ would also help this nascent market to open up. Our objective for the client focused on visibility and credibility, enabling sales of the company's media processors to global OEMs in Asia, North America, and Europe.

Our strategy was to take advantage of the company's early market entry, their growing list of customers, and their unique expertise and vision. We created PR and outgoing communications with a common message, reflecting the company's strategies and success.

Quint PR's program for MediaQ used customers and analysts to provide third-party endorsements, and took an early role in describing the opportunity and the technology needed to succeed in mobile markets. The company was widely covered in trade publications such as EETimes and EDN. To enhance their status as a key vendor to the handheld market, we also achieved extensive coverage for MediaQ on mobile communications websites in Asia, Europe, and North America. In this coverage, we focused on the end-user experience. We used product announcements to provide perspectives on markets, customers, and technology. As the company's business flourished, we developed contacts with national publications such as the Wall Street Journal, supplementing our previous coverage in The Daily Deal, Red Herring, San Jose Mercury, The Silicon Valley/San Jose Business Journal, and CNET.

Advanced Analogic Technology (Nasdaq: AATI) IPO 2005

When Quint PR began working with AATI, the company was beginning to roll out its initial products. Our analysis showed that these products relied on not only proprietary analog CMOS technology, but also a distinctive and creative business model--taking advantage of full-depreciated DRAM fabs to get advanced technology at a reduced cost. In addition, the company's CEO was a well-known innovator in power circuits.

Our objective was to introduce the company and its products into a fast-growing mobile consumer electronics market already crowded with established competitors.

Quint PR's strategy was to focus on the business model's benefits, capitalize on the stature of the company's CEO, and focus on key product features.

In our program for AATI, we matched contributed articles with an ongoing stream of product announcements, and focused on the Asian markets where majority of portable electronic devices are built. We emphasized contributed articles to showcase the client's technical expertise and explain the importance of key product features that distinguished them from competitors. Instead of the conventional scattershot PR approach, we kept a select group of editors constantly update

Bios

Matthew Quint, Principal

Matthew Quint has been involved with Silicon Valley companies for 25 years, working in marketing and product management, marketing communications, and public relations. From this experience, he has developed technical and marketing knowledge in several areas, including optical networking, semiconductor fabrication, wireless communications, mobile computing, digital video, and graphics.

On the agency side, Matthew has created programs for companies such as Actel, Agilent Technologies, AnalogicTech, CHiL Semiconductor, Chips & Technologies, iCompression, Level One Communications, LSI Logic, iCompression, Marvell, MediaQ, NVIDIA, Silicon Image, and Virage. On the client side, Matthew has managed communications programs for Hitachi America's Semiconductor Division and Philips Semiconductors. These programs included corporate marketing, media relations, product introductions, and contributed article placement.

But Matthew's knowledge base is broader than the agency and client sides, and more comprehensive than promotion and communications programs. His experience as a product manager for semiconductor fabrication equipment exposed him to the manufacturing end of the business. As a research analyst, he studied steppers and testers, as well as video games. Because of this breadth, Matthew understands the business side as well as the technology side of the semiconductor industry. He is well-known for being able to communicate with anyone in the industry. He is equally respected for his ability to get along with the press especially in the area of distinguishing the crucial difference between news and new publicity.

Matthew studied English literature and European history in the UK on a fellowship from the English-Speaking Union. He graduated from the University of Pennsylvania with a BA in sociology with additional coursework in accounting, economics, and marketing at the Wharton School of Business. Matthew also completed major concentrations in marketing and finance in the MBA program at the Graduate College of Management at Golden Gate University in San Francisco.

Patrick Whitmarsh, Operations Manager

Patrick joined Quint PR in 2004. He oversees the firm's administrative, client service, and financial operations. Patrick is studying accounting at the California State University, East Bay in preparation for the CPA exam.

Prior to joining to Quint PR, Patrick was a member of the US Sailing Team and trained for the 2004 Olympics in the 49er class. Patrick holds a BA in Political Science from the University of Hawaii.

Maja Brugos, Design Consultant

Maja provides print and web design, and other graphics services to Quint PR.

Before becoming an independent designer, Maja Brugos worked nearly a decade with award-winning design firms in Europe and on both coasts. As a designer and art director she has worked on numerous corporate identity campaigns, annual reports, corporate collateral, Web, trade show and packaging projects for clients as varied as the Gap, Novell and Philips Semiconductors.

As a consultant to Quint PR, Maja has focuses on helping our clients to create unified design concepts that are applied to all forms of media. To achieve this consistency, Maja collaborates with QPR, its writing staff and clients to interweave design with textual content. Maja's design work has been recognized by the American Association of

Graphic Artists, Black Book AR100, and other design and printing organizations across the country. She graduated from the Maryland Institute College of Art.

Charlie Schacter, Editorial Consultant

Charlie has worked with Quint PR since 1995, delivering sharply focused writing services. With more than fifteen years of high-tech experience as an agency account executive, corporate public relations specialist, and senior marketing writer, Charlie has executed communications plans, developed long-term marketing strategies, launched and positioned new products, written press and sales materials, including press releases, white papers, backgrounders, and annual and quarterly reports to shareholders.

Charlie has written for Chips and Technologies, LSI Logic, Intel, Hewlett-Packard, Microsoft, Motorola Spansion, and other companies involved with a variety of technologies and markets. Charlie earned a BA in English Literature from Vassar College.

John Mayer, Editorial Consultant

John Mayer has served as a member of Quint PR's writing staff since 1994. He is a veteran of the electronics trade press corps. After starting as an editor at Test and Measurement World, he joined Computer Design where he wrote feature stories, served as new products editor, and edited the magazine's newspaper edition. Since then John has been a contributing editor to several publications in electronics and networking, including Portable Design, EBN, and various publications covering enterprise computing and networking. John holds a BS in economics from the University of Virginia and a masters degree in journalism from Virginia Commonwealth University.