

PRESS RELEASE

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RTC Group Announces Xilinx' Senior VP to Keynote at the Real-Time & Embedded Computing Conference, Santa Clara

RTECC Spotlights Influential Speaker at Open-door Tech Event in January

SAN CLEMENTE, California — The Real-Time & Embedded Computing Conference (RTECC) – being held January 26, 2010 at the Santa Clara Convention Center – will roll out the red carpet for Mr. Vincent Ratford, Senior Vice President of Worldwide Marketing, Xilinx as its Luncheon Keynote. Mr. Ratford's presentation: "Is that an FPGA in Your Embedded System, or an Embedded System in my FPGA?" promises an inside, in-depth look at the significance new hardware programmability brings to the embedded computing world, how developers can unlock real potential and tap into much greater value.

Tom Williams, Editor-in-Chief of *RTC* magazine had this to say, "We're very excited to have Vin keynoting this conference. Xilinx has long been a technology leader in programmable logic, which is playing a rapidly growing role in embedded designs. Vin's insights will provide the most up to date look at where FPGAs are going and how they can be used to optimize designs. For anyone working in this arena, this is definitely one speaker and presentation not to be missed."

Mr. Ratford, joining Xilinx three years ago from Accelchip where he served as president and chief executive officer, is responsible for enabling sales to drive revenue and profitability for Xilinx' flagship programmable platforms which include silicon, design tools, methodologies, IP, boards and enabling technologies.

For details about the Real-Time & Embedded Computing Conference Santa Clara, visit www.rtecc.com. RTECCs are single-day technical events designed for software and hardware engineers, designers and managers. The conference specializes in connecting leading industry vendors with engineers/developers of computing systems or time-critical applications for a variety of industries. RTECCs are open-invitation and free to attend thus providing easy access to everything – this includes exhibits, technical seminars, workshops, training labs, the keynote presentation and OpenVPX panel discussion. Parking and a complimentary lunch are also provided.

About Xilinx

Xilinx is the worldwide leader in digital programmable logic solutions with revenues of \$1.8 billion (FY08) serving the aerospace and defense, automotive, communications, broadcast, consumer, as well as the industrial, scientific and medical markets. With more than 20,000 customers worldwide, Xilinx programmable solutions fuel product innovation and are designed in a wide range of applications. Xilinx customers benefit from being able to easily change or upgrade product features and functions "on the fly" - adapting to new standards and reconfiguring the hardware for a specific application.

About the RTC Group

The RTC Group is the leading provider of sales activities designed to offer vendors in the OEM electronics industry cost-effective ROI. Services are designed to create focused and specific sales leads for vendors, increasing their sales efficiency and decreasing closing time. The RTC Group is at +1 (949) 226-2000, and www.rtcgroup.com.