

Bernie Aronson, EDA Veteran & Industry Notable and CEO of Kilopass Technology, joins Poseidon Design Systems Advisory Board

Atlanta, Georgia – October 5, 2006 - Poseidon Design Systems, Electronic System Level (ESL) solutions company and the technology leader in design analysis, optimization and acceleration of processor-based systems, today announced the joining of Bernie Aronson, EDA Industry Veteran and CEO of Kilopass Technology, to its business advisory board.

”We are very excited to have Bernie join the Poseidon advisory board, he has a proven ability to guide startup companies through their growth phase and make them winners in the industry” said Ravi Janak – President and CEO of the company.

”Poseidon is positioned to be one of the leaders in the Electronic System Level marketplace. Their award winning technology coupled with their cost efficient business model makes Poseidon a strong candidate to emerge from the pack of ESL suppliers as the industry continues to mature” said Bernie Aronson.

About Bernie Aronson

Bernie Aronson is the CEO of Kilopass Technology Inc., a provider of embedded non-volatile memory (NVM) intellectual property (IP). Aronson was formerly Chief Executive Officer at Synplicity Inc.. Prior to joining Synplicity and taking the company public in 2000, Mr. Aronson was senior vice-president and co-general manager of the EPIC Technology Group at Synopsys, Inc. Before Synopsys, he was president of EPIC Design Technology, Inc., where he took the company through a successful initial public offering in 1994. Mr. Aronson was also founder and president of Pico Design, a design services company based in Silicon Valley with design centers in Taiwan, which was sold to Motorola, and also was Executive Vice-president at Zoran Corp.

Bernie joins an established and highly experienced advisory board that includes veterans from EDA and Semiconductor communities.

About Poseidon Design Systems

Poseidon is an Electronic Design Automation company with offices in Atlanta, GA., San Jose, CA, and Bangalore, India. Poseidon provides tools & solutions for System Level Design and services for modeling and designing processor-based SoCs. Poseidon's Electronic System Level (ESL) tools allow users to rapidly analyze, optimize and accelerate a complete SoC system. For additional information about Poseidon Design Systems, visit www.poseidon-systems.com.

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