



103 Sweetwater Drive, Ste. 3
Honey Brook, PA 19344
Office: 610.273.9158
Fax: 610.273.9154
www.lyonsharemarketing.com

FOR IMMEDIATE RELEASE

CONTACT:
Vicki Lyon
610.273.9158

PulseCore Semiconductor partners with LyonShare Marketing

Honey Brook, PA (October 1) – LyonShare Marketing announced today that California-based PulseCore Semiconductor, a provider of EMI suppression solutions, has selected LyonShare Marketing as its marketing and communications agency. LyonShare will work closely with PulseCore to support ongoing efforts to promote the company's unique competitive advantages.

"We look forward to tapping into LyonShare's creativity and expertise on several strategic marketing initiatives aimed at increasing PulseCore's brand recognition," said Gene Schaeffer, PulseCore Vice President of Sales & Marketing.

Over the next few months, LyonShare will focus on website enhancements, collateral development, public relations, and advertising opportunities, as well as other tactics to communicate PulseCore's legacy for innovation in the semiconductor industry.

"We are thrilled to immerse ourselves in this new industry and apply our proven marketing experience to create differentiating marketing communications solutions that project the company's leadership position," adds Vicki Lyon, President of LyonShare Marketing.

About PulseCore

PulseCore Semiconductor is a leading provider of standard and custom high-speed and low-power analog and mixed-signal silicon solutions for EMI reduction, clocking, power management, and system monitoring. PulseCore's founding team invented the first spread-spectrum EMI reduction device, and a legacy of innovation continues to drive PulseCore's leadership in both standard and custom high-performance Integrated Circuits (ICs). With unique and powerful solutions for OEMs developing digital consumer, PC peripheral, and datacom/telecom devices, PulseCore has a proven track record in the marketplace. PulseCore technology is found in more than 75 million end products in use worldwide. The privately-held company is headquartered in Campbell, California and has offices in Bangalore, India, and Taipei, Taiwan. For more information, please visit www.pulsecoresemi.com.

* * *

LyonShare Marketing, a certified Women Business Enterprise (WBE), is a full-service marketing firm dedicated to a *Get Real! Marketing™* philosophy, delivering the results companies need to survive...and thrive without "cookie cutter" approaches. Since 2004, LyonShare has serviced business-to-business and direct-to-consumer client marketing needs by offering fresh ideas and creativity, without the fluff. LyonShare offers the same services traditionally found at large advertising agencies for a fraction of the time and cost.