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News Release:

Prolific Receives USB-IF Certification for PL2771 SuperSpeed USB 3.0 to SATAII Bridge Controller

Taipei, Taiwan, 20th May 2010- Prolific Technology Inc., a well-known solution-provider leader in the external storage device market, announces that its single-chip SuperSpeed USB 3.0 to SATAII Bridge Controller has passed the USB-IF Compliance and Interoperability Workshop and has been certified and listed in the Integrator List for SuperSpeed USB Peripheral Silicon (TID: 340000009). The SuperSpeed USB certified logo provides a mark of quality to both manufacturers and consumers as well as an indicator assuring that the product will work out of the box and can interoperate with the entire ecosystem of USB hosts and devices.

Prolific's PL2771 SuperSpeed USB 3.0 to SATAII Bridge Controller IC for external HDD/ODD/SSD storage solutions has already out in the market this year. With ten times the performance of Hi-Speed USB 2.0, the PL2771 is also fully backward compatible with all USB 2.0/1.1 hosts and standard USB Mass Storage drivers built inside Windows, Mac, and Linux PCs. The PL2771 adopts 0.13um process and has an embedded high performance 8-bit microcontroller that can be used to support versatile system applications such as one button backup, power control, and other unique features for USB storage solutions. With a special power consumption control technique, the total power consumption of the controller can be lowered by evenly distributing the power consumption of 3.3V and 1.2V systems, thus providing the most optimal BOM list and the lowest cost for USB3.0 external storage device. The PL2771 is now available in LQFP64 and QFN48 packages.

In addition, Prolific will soon launch its PL2773 SuperSpeed USB 3.0/eSATA to SATAII Bridge Controller and PL2775 SuperSpeed USB3.0 to SATA RAID Controller chip solution with RAID0/1 features and eSATA support. A series of



SuperSpeed USB3.0 products is aiming to create product uniqueness and benefits, so that a better customized and competitive product solution can be provided.

About Prolific Technology, Inc.

Prolific Technology, Inc., founded in November 1997, is a leading IC design house and ASIC design service provider. The company started out by developing Smart I/O IC solutions, focusing on niche USB controller products. The company will also continue to introduce new technologies for existing IC product base that will offer customers with a wide range of product solutions.

For more product information, please visit Prolific Website: www.prolific.com.tw