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## **mSilica Expands Strategic Partnership with WPG Americas Inc. for Distribution in the United States and Canada**

San Jose, California (August 18, 2010). WPG Americas provides mSilica with a wider customer reach and will become the central point to purchase mSilica's LED driver IC and LED driver Modules. mSilica, a smart LED driver IC manufacturer for backlighting LCD-TV, notebook, and solid-state lighting has proudly selected WPG Americas in San Jose, CA, as one of its principal distributors for all United States and Canada regions.

According to Greg Provenzano, Vice President Sales and Engineering at WPG Americas, "This agreement with mSilica allows us to offer our customers in the Americas a wide range of LED driver solutions within the LCD and solid state lighting markets. This fits perfectly with WPGA's focus on customer solutions from both a technical and supply chain perspective and we are excited to add the offering to our line card"

"We are looking forward increasing our business in the United States and Canada with WPG Americas help. WPG Holdings is the third largest distributor worldwide, our partnership will increase our market reach and allow us to service large and small customers who need LED driver solutions in their applications", said Girish Ramesh, Manager for Marketing Applications at mSilica.

### **About WPG Americas Inc.**

Headquartered in San Jose, CA, WPG Americas Inc. [www.wpgamericas.com](http://www.wpgamericas.com) is a member of WPG Holdings, the third largest distributor worldwide of semiconductors, passive, electromechanical and display products. Founded in November 2007, WPGA is a franchised partner to technology leaders in electronics.

As a member of WPG Holdings, WPGA is uniquely positioned to offer total solutions to its diverse customer base including contract manufacturers (CMs), original equipment manufacturers (OEMs) and value-added resellers (VARs).

WPGA continues to introduce new leading edge technologies, quality service and design-in focus through its superior engineering programs.

### **About mSilica Inc.**

mSilica Incorporated supplies mixed-signal intelligent LED driver ICs to the LCD backlighting and solid state illumination markets. These broad based and rapidly growing markets include LCD TVs, PC monitors, specialty panels and commercial/residential illumination. mSilica's system centric approach allows electronic equipment manufacturers to significantly enhance product features, while improving power efficiency, reliability and value.

Founded in 2006, the company has raised over \$20 Million from leading Silicon Valley investors and strategic customers. mSilica is shipping its products in production volume to some of the leading OEMs in the consumer and industrial large displays worldwide. The company is headquartered in Santa Clara CA, and offers worldwide technical support through its headquarters and sales offices worldwide. For more information, visit [www.msilicaweb.com](http://www.msilicaweb.com).