

**For immediate release**

**Linux solution provider Embedded Alley appoints  
Paul Staudacher as president**

Industry veteran to oversee rapid growth of Silicon Valley company

**San Jose, California, September 16, 2008** - Embedded Alley, a leading provider of embedded Linux® solutions, today announced that embedded industry veteran Paul Staudacher has joined the company in the role of president. Staudacher brings over twenty-five years of experience to Embedded Alley, and notably was a founding member of MontaVista Software at its launch in 1999.

Embedded Alley has made impressive gains since its establishment in 2004, with steady growth in revenue and profits. “We recognize that it’s time to take the company to another level, and so are bringing on board a proven business leader with a track record of success,” said Pete Popov, CEO of Embedded Alley. “With his deep embedded industry expertise, Paul is the ideal person to sustain our strong performance into the future, as we augment our services business with off-the-shelf products.”

In the span of his career, Staudacher has served in a range of capacities, including engineering, sales, professional services, and business development. At MontaVista Software, he was instrumental in shaping the company’s open source business model and market strategy, and during his tenure there held management positions in business development, channel development, and strategic account development. Prior to MontaVista, Paul was the worldwide IP licensing manager for the Microtec division of Mentor Graphics.

“This is a very exciting time to join Embedded Alley,” added Staudacher. “Over the past four years, the company has been able to attract top-notch Linux talent and provide solutions and services for top-tier OEMs. As part of the Embedded Alley team, I look forward to bringing our own value-added IP to market.”

“Embedded Alley boasts a solid roster of Linux kernel and embedded open source expertise,” added Bill Weinberg, principal analyst/consultant at LinuxPundit.com. “Drafting Staudacher nicely rounds out their line-up. Paul combines business acumen, keen vision of the embedded ecosystem and a long-term commitment to helping customers build the best intelligent devices possible.”

**About Embedded Alley**

Embedded Alley enables its customers to deliver winning products to their markets by bridging the gap between open source and proprietary software, providing Linux, middleware and know how to companies delivering a multitude of mobile and embedded devices. Founded in 2004, Embedded Alley is headquartered in San Jose, California, with operations worldwide. To learn more, please visit <http://www.embeddedalley.com>.

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