

## Magnolia Broadband Appoints Larry Wasylin VP of Sales

### **Proven Telecom IC Sales Executive to Play Key Role in Introducing Handset Diversity Technology to Asian and US Markets**

**CLINTON, N.J. November 1, 2004** – Magnolia Broadband, Inc., a fabless semiconductor company and innovator of radio frequency (RF) solutions for the cellular industry, today named Larry Wasylin Vice President of Sales. Wasylin, formerly head of Asian sales and business development for TelASIC Communications, will oversee all domestic and international sales efforts. Mr. Wasylin will focus on building Magnolia's leadership position in the industry as it commercializes its handset diversity technology for wireless carriers and industry OEMs.

Wasylin has a record of success introducing RF chipset solutions to the telecommunications market, and has counted companies like Nokia, Motorola, NTT, Do Co Mo and Samsung among his past customers. Over the last decade Wasylin served in top executive sales roles while working for Maxima Telecommunications, the Zi Corporation and Sound ID. Mr. Wasylin is renowned for his knowledge and success in targeting and penetrating the high growth markets of Asia. He holds a bachelors degree in marketing and finance from the University of Saskatchewan.

“Larry's exceptional sales background and network within the international telecommunications industry are key assets that will be essential to helping Magnolia bring its diversity technology to the global marketplace,” said Haim Harel, CEO of Magnolia Broadband. “I am confident that he will help Magnolia grow and maintain its market leadership”.

“Magnolia's DiversityPlus™ is exceptional technology and I look forward to helping make it a ‘household word’ in telecom markets around the world,” said Wasylin. “I am confident that by using my experience and industry ties, Magnolia will build on its position as the dominant provider of diversity technology.”

#### **About DiversityPlus**

Magnolia's DiversityPlus is a chipset and technology platform designed to exploit antenna diversity architectures in mobile terminals. The new architecture extends cellular phone battery life and improves coverage, capacity and data rates of existing cellular networks. Magnolia utilized Jazz Semiconductor's specialty silicon germanium (SiGe) BiCMOS manufacturing process technology to design DiversityPlus.

Through DiversityPlus, Magnolia is the first to improve both transmission and reception capabilities in mobile terminals using dual antenna inputs and outputs to create more robust signals through its diversity algorithm processing. Cell phones powered by DiversityPlus will have longer battery life and enable carriers to improve coverage and data throughput, as well as serve twice as many subscribers with the same infrastructure.

DiversityPlus is initially targeted to wireless service providers using CDMA technology, however, Magnolia is planning to expand to other markets including WCDMA, Wi-Fi, Wi-Max and EDGE. Magnolia is currently shipping engineering samples, with full production slated for the second half of 2004.

**About Magnolia Broadband, Inc**

Magnolia Broadband, Inc. ([www.magnoliabroadband.com](http://www.magnoliabroadband.com)) is an innovative developer of semiconductors for the wireless industry and the first company to provide antenna diversity technology. By utilizing a unique chipset and algorithm, RF signals from two antennae in the mobile terminal are combined for both transmit and receive, thereby enabling carriers to serve twice as many subscribers within the same wireless infrastructure. In addition, phone coverage is enhanced, data rates are significantly increased, and battery performance is extended. Carriers and consumers also benefit from more reliable connections and improved quality of service. Leading CDMA carriers and mobile terminal manufacturers have tested Magnolia's technology. Magnolia has filed 20 patents related to its core technology. Since its inception in 2001, Magnolia has raised \$28.5 million in capital from SCP Private Equity Partners II, L.P., its affiliate Selway Partners, Draper Fisher Jurvetson Gotham, ECentury Capital Partners, Silverstar Holdings and others.

DiversityPlus™ is the trademark of Magnolia Broadband Inc.

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