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For Immediate Release

Anchor Bay Extends Global Reach With New Sales and Support Network in Asia and Europe

Distributor Partnerships in ASEAN, Taiwan, China, Korea, and the United Kingdom Position Anchor Bay for Worldwide Growth of Advanced Video Processing ICs

LOS GATOS, Calif. — Aug. 27, 2007 — In a move to aggressively penetrate global markets for its video processing chips, Anchor Bay today announced that it has expanded the reach of its sales and support networks in Asia and Europe.

Anchor Bay, the leading provider of video processing ICs that maximize the video quality on large-screen displays, has concluded distribution agreements with additional distributors in ASEAN (Singapore, India, Malaysia), China, Taiwan, Korea, and the United Kingdom (including coverage of the Nordic regions of Europe), in addition to current distributors in Japan and China. The partnerships will position the company for aggressive growth and enable it to tap the increasing market demand for its products in the Asian and European regions.

Built on the success of its DVDO[®] line of video processor systems, Anchor Bay's semiconductor solutions feature the company's Video Reference Series (VRS[™]) technologies that perform advanced video processing tasks, such as deinterlacing, scaling, noise reduction, and image enhancement to deliver sharper, cleaner, artifact-free pictures for a stunning viewing experience.

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To penetrate the Asia Pacific and European markets, Anchor Bay has increased its presence and partnered with four new major distributors: E-Smart Distribution Pte. Ltd. (Singapore), Weikeng Industrial Co. Ltd. (Taiwan), ProGate Technology (Korea), and Sequoia Technology Ltd (U.K.). All four companies are leading distributors, and focus on providing innovative components to the electronics industry, including manufacturers of high-end DVD players and displays. In addition, they offer full-service technical support for OEMs, including field application engineering support and reference design.

“The demand for our semiconductor solutions is growing rapidly throughout the Asia Pacific and European regions,” said Craig Soderquist, CEO at Anchor Bay. “The relationships we have developed with these leading distributors allow us to fully cover these areas with product and technical support. By establishing a strong presence in the Asia Pacific and European markets, we are poised to grow the scope of our business both regionally and in the exploding markets for DVD players and HD systems.”

“We are very excited to have our semiconductor solutions represented by our current and new distribution partners,” said Mark Scheible, vice president of worldwide sales at Anchor Bay. “All of our distribution partners are well-respected leaders in the electronics industry, a reputation that they have achieved through their expertise and commitment to comprehensive design and aid support. We are confident that our OEM customers in the Asia Pacific and European regions will have a rewarding experience working with them in any video processing application.”

For more information on Anchor Bay, please visit www.anchorbaytech.com.

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About Anchor Bay Technologies, Inc.

Anchor Bay designs and manufactures advanced digital semiconductor chips and system-level solutions for digital television and high-resolution digital video products. The company's proprietary Video Reference Series™ (VRS™) technologies allows Anchor Bay to offer a wide range of advanced video processing solutions that greatly improve image quality on HDTV home theater systems and other video displays. The VRS suite includes Precision Video Scaling™, Precision Deinterlacing™, Progressive Re-processing™ (PReP™), Fine Detail Enhancement™, Edge Enhancement, and Mosquito Noise Reduction technologies.

Anchor Bay offers its VRS technologies in semiconductor products for OEMs and in its award-winning DVDO® iScan™ line of video processing systems for end users and custom installers. The company is dedicated to providing leading-edge video technologies that will enable current and next-generation ICs and systems to deliver reference-quality images across a wide range of displays and sources. Privately held, Anchor Bay maintains its headquarters in Los Gatos, Calif.

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