



ATRENTA EXPANDS INDIA PRESENCE

Company Launches “Customer Fellows” Global Service and Support with Communication Skills Initiative

NOIDA, India, December 15, 2004—Atrenta Inc., a leading provider of advanced electronic design automation solutions to the global semiconductor industry, today announced the beginning of an expansion phase in India. A key component of the expansion includes plans to open a new engineering center in Bangalore in early 2005 to augment its 135-employee Noida facility. To mark the expansion phase, the company launched an innovative Customer Fellows Communication Skills Training Program with a four-day intensive training seminar at its facility in Noida, U.P. The unique customer collaboration initiative grooms a select group of Atrenta’s Noida-based engineers to serve as technical ambassadors at customer sites across the globe. Featuring in-depth training seminars by two internationally renowned speakers in the field of customer relations, the sessions focused on world-class service and advanced support methodologies, and primed the Fellows to become Atrenta’s Voice of the Customer.

“With Atrenta’s IC design automation technology gaining widespread global adoption, we’re ready to take our customer partnership model to the next level,” said John Rizzo, Atrenta’s vice president of marketing. “The Customer Fellows Program will position some of our most talented Indian engineers at customer sites worldwide to anticipate and solve future design-related pain points before they become major bottle necks for our customers. The candidates in this program will benefit from the expert counsel and training provided by our customer relations experts.”

Two world-renowned speakers provided a unique set of training regimens that have been applied to Atrenta, and for the first time to a company in the EDA industry. Robert Spector, Author of *The Nordstrom Way*, provided in-depth training on how to apply the lessons of Nordstrom’s success with customer service to the technically driven EDA industry. Dr. Gary Genard, an expert in global communications and presentation skills, and the author of *How to Give a*

Speech, provided insights on how multinationals can adjust their communication strategies based on geography, culture, and other areas.

About Atrenta India

Atrenta (India) Pvt. Ltd. is a 100% owned subsidiary of Atrenta Inc., a U.S.-based Electronic Design Automation (EDA) provider. Atrenta India, located in Noida, U.P, was formed in May 2001 as the primary software development center of Atrenta Inc. In addition to software development, all pre-sales evaluations and post-sales customer management for the Asia-Pacific region are also performed by this center. Atrenta India is led by an experienced and technically skilled management team and currently employs more than 135 professionals from premier technical institutes in India.

About Atrenta

Atrenta delivers predictive analysis and verification solutions to the world's leading electronics companies, including eight of the top ten semiconductor companies. Its pioneering PeriScope and SpyGlass solutions accelerate the design of SoCs, ASICs, and FPGAs by detecting complex chip design problems that are not easily identified with conventional verification methods.

Atrenta's products have captured several distinguished awards, including *EDN* magazine's Top 100 products and "LSI Design of the Year" award by Japan's *Semiconductor Industry News*. Most recently, Atrenta's constraints product was named as an *EDN* Innovation Awards finalist for 2004. Atrenta was also chosen by Venture Reporter as one of the top 100 venture-backed companies, and named by AlwaysOn as one of the Top 100 private companies.

Headquartered in San Jose, California, Atrenta employs over 180 people worldwide. The company maintains offices in England and France, a research and development center in India, and sales and support centers in Europe and Asia. For further information, visit the Atrenta website at www.atrenta.com, email moreinfo@atrenta.com, or call 408-453-3333.

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