



Press Release
For Immediate Release

Firecomms Signs Representation Agreement with Spectrum Silicon Valley to Reach Customers in Northern California

Austin, Texas—February 17, 2009—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers and Surface Emitting Lasers (VCSELs), today announces that it has signed with Spectrum Silicon Valley to expand its sales presence in Northern California. Strategically located in the heart of the leading high-tech hub, Spectrum Silicon Valley will market and sell Firecomms' full range of POF transceiver products and light sources which are rapidly being adopted by developers of equipment for the consumer electronics, industrial and automotive networks worldwide.

"With contacts in the industrial, medical, and consumer electronics industries throughout the Silicon Valley, Spectrum Silicon Valley is strategically positioned to evangelize Firecomms products in the Northern California," says Firecomms' vice president of sales and marketing for the Americas, Lawrence Thorne. "We're confident that the company's background in successfully supporting this regional customer base, Spectrum Silicon Valley will expand our influence in this technology-rich region."

"As Firecomms delivers an inexpensive and durable data transmission capability to a wide variety of applications, we recognize the opportunity that plastic optical fiber has to displace legacy solutions currently in the market," says George Ellis, president of Spectrum Silicon Valley. "We also see significant opportunities in sensing applications with Firecomms' world leading red VCSEL devices."

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying significant growth in a wide range of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used more easily and at lower cost than copper or glass fiber, POF is now used in millions of small area networks, such as those in use in many car models, and is rapidly gaining ground in home network and point-to-point interconnection. According to market research by Information

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Gatekeepers, the POF market is estimated to be worth over \$1 billion per year by the end of 2009.

About Firecomms Ltd.

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary Optolock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at www.firecomms.com.

About Spectrum Silicon Valley

Spectrum Silicon Valley is a manufacturer's representative specializing in fiber optics. The company's worldwide experience extends to OEMs, ODMs, CMs, and distribution channels and to managing designs.

With over 30 years of high tech sales experience, Spectrum Silicon Valley brings a dedicated tactical approach to supporting the company's manufacturers and customers in the areas of semiconductor and systems to the PC, automotive and telecommunications industries, and industrial manufacturing. Additional information about the representative firm is available at www.spectrumsv.com.

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