



News Release

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FOR IMMEDIATE RELEASE

SFF-SIG Selects Paul Rosenfeld as President

Young Industry Trade Group Taps Industry Veteran to Move to the Next Level

Boston, MA, October 28, 2008 - The Small Form Factor Special Interest Group (SFF-SIG), a collaboration of 18 leading suppliers of embedded components, boards and system technologies today announced the selection of industry veteran Paul Rosenfeld as it's new President. Colin McCracken, the co-founder of the SFF-SIG, has moved to a senior marketing position within the industry.

"I'm pleased to be joining the Small Form Factor Special Interest Group (SFF-SIG) as its new president", said Mr. Rosenfeld. "My 35+ years of experience in the electronics industry in engineering, marketing and senior management positions along with participation in the development and adoption of new specifications for the embedded market both as a consortium director and with private companies gives me an excellent background to drive the SFF-SIG to the next level. As the Small Form Factor arena explodes with new opportunities and technology, the time is ripe for a new industry trade group to step up to the plate to define long lived, state-of-the-art, widely implemented standards in an open, inclusive organization that values the participation and contribution of all members."

Companies interested in participating in the future evolution of the small form factor embedded hardware market through the development of industry standards and specifications should contact the SFF-SIG at info@sff-sig.org.

About the Small Form Factor Special Interest Group

The Small Form Factor Special Interest Group is an international organization devoted to identifying, creating, and promoting standards that help electronics system and device manufacturers and integrators move to small form factor technologies and building blocks in their products, and protect their investments. Benefits of small form factor

products include smaller size, reduced power consumption (eco-friendly, “green” products), and greater reliability compared to larger legacy products.

The SIG’s philosophy is to embrace the latest technologies, as well as maintain legacy compatibility and enable smooth transition solutions to next-generation interfaces. For more information about the SFF SIG, please visit www.sff-sig.org or e-mail info@sff-sig.org.

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