



Advasense Secures \$14 Million Funding Led by Genesis Partners Genesis Partners Leads \$14 Million Investment in Advasense

Ra'anana, Israel – March 13, 2007 – Advasense Inc., a privately owned fabless semiconductor company, today announced the completion of a \$14M round B of finance, led by Genesis Partners. VentureTech Alliance also invested in the round and was joined by existing investors Giza Venture Capital and BlueRun Ventures (BRV), both of whom have supported the company from its inception. The capital raised in this round will assist the company in furthering the development and marketing of its product line.

Advasense's innovative CIS (CMOS Image Sensor) technology enables the smallest high performing pixels in the industry. Advasense provides a unique solution to the challenge of blurry and noisy pictures taken by camera phones in low light environments by adding an on chip still image stabilization (that does not require any frame buffer memory) to its CIS products.

Advasense expects to see a significant increase in demand for its CIS products, as they address one of the biggest challenges with today's generation of camera phones - available image sensors on the market today do not have the low-light sensitivity required to take pictures in many common environments.

Advasense was founded in 2004 by Vladimir Koifman and Nathan Baron, experts in chip design, analog, digital and image processing, and, who together hold over 45 granted patents in these fields. Co-founder and serial entrepreneur Gidi Barak serves as the company's Chairman of the Board. Advasense employs approximately 40 engineers in its R&D center in Ra'anana, Israel, and is managed by Naftaly Sharir, an experienced high-tech entrepreneur who was previously CEO of Emblaze Semiconductor, a leading vendor of multimedia processors for mobile handsets.

"Genesis Partners is delighted to be able to invest in Advasense due to the uniqueness of its technology and the genuine and expansive need that exists in the market for this type of solution. We believe that once the company completes the development of its product, it will be well positioned in the marketplace to gain a large share of this rapidly growing market," said Yair Shoham, partner at Genesis Partners.

"We are extremely pleased to have Genesis Partners join our other prominent investors namely VentureTech Alliance, Giza, and BlueRun Ventures. Genesis Partners has extensive experience and a proven track record in helping start-up companies that are developing unique and fundamental technology for the consumer mobile market. We believe this partnership will help Advasense to become a leader in CIS products for the mobile market," said Naftaly Sharir, CEO of Advasense.

For more information about Advasense please visit: www.advasense.com

About Genesis Partners

Genesis Partners is a leading Israeli venture capital firm focused on early stage companies in the information and communication technology (ICT) sectors. Established in 1996, Genesis Partners manages over \$500 million in capital commitments across three funds, and has made over 70 investments with 25 successful exits. Genesis Partners has strong ties to the Israeli entrepreneurial community and the global technology industry, and a strong team of venture professionals with extensive experience in venture capital, technology, operations and entrepreneurship. For more information, visit www.genesispartners.com.

About BlueRun Ventures

Launched in 1998, BlueRun Ventures is a leading early stage venture capital fund. BlueRun Ventures' proven approach is to invest globally as a single fund in best-of-breed technologies and teams with the drive and ability to build leading global companies. BlueRun Ventures is headquartered in Menlo Park, California, with offices in Helsinki, Herzlia (Israel), London, New Delhi, Seoul, Shanghai, Tokyo, and Washington, D.C. For more information, visit www.brvc.com.

About Giza Venture Capital

Founded in 1992, Giza Venture Capital manages four funds with a total of \$500 Million. Giza has invested in 82 seed and early stages companies, in the sectors of Communication, Semiconductors, Information Technology and Life Sciences, with 29 exits to date. Giza is known for its professional expertise and extensive management experience, and is supported by leading international investors from the USA, Europe, Asia and Israel. For more information, visit www.gizavc.com

About VentureTech Alliance

VentureTech Alliance was formed in March 2001 as a venture investment management company focused on early stage investment in companies in the semiconductor industry and other related technologies. VentureTech now has three funds totaling \$165M under management. VentureTech has a corporate strategic partnership with TSMC.

VentureTech is dedicated to facilitating the growth and success of world-class high technology companies. While VentureTech's major focus is on early stage companies in the fabless semiconductor industry, and other related technologies, our strategic objectives are much broader.

VentureTech is looking for companies that have potential long-term synergy and impact in the overall semiconductor market. For more information, visit www.vtalliance.com.

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