

GENUSION SELECTED AS WINNER OF TECHNOLOGY INNOVATION PRIZE IN NOKIA'S 'MOBILE RULES! 08' COMPETITION

Panel of Industry Experts Choose GENUSION for "Best Future Device Architecture"

SAN JOSE, CA, March 26, 2008 – GENUSION, a pioneer of next generation flash memory technology, today announced that its "B4-Flash" memory technology solution has been selected by a panel of industry experts as the winner of the Technology Innovation Award for best Future Device Architecture. The annual 'Mobile Rules!' competition promotes excellence in the development of advanced applications for the mobile environment and in the launch of innovative businesses and technologies in the mobile arena. The highly-esteemed Mobile Rules! competition showcases the leaders among emerging mobile applications, technologies and business models that are creating new value, new revenue and cutting-edge services and applications for mobile workforces and the mobile lifestyle.

The Mobile Rules! competition is sponsored by Nokia in conjunction with other leading companies and organizations in the mobile industry. Announced at a ceremony in the heart of Silicon Valley at San Jose City Hall, the awards culminated an eight-month selection process from among hundreds of entries in three competition tracks in the areas of mobile Business Plans, Technology Innovations, and Applications.

GENUSION was selected as the winner of the Best Technology Innovation Award from among three finalists in the best Future Device Architecture category. The company was judged on the basis of innovation and excellence in technology development, focusing on the solution's enhancement of device capabilities, while driving faster processing and lower energy consumption, expanding the scope of device usability by the mobile consumer.

GENUSION's B4-Flash solution offers superior programming performance, excellent reliability, and lowers the cost in half compared to conventional NOR flash memory. The B4-Flash chip surpasses existing flash memory programming speeds from their current 0.1- to 10MB/s (bytes per second) and achieves speeds closer to 100MB/s, approximating speeds on par with current 3.5-inch hard drives.

"Nokia congratulates GENUSION for having been chosen a Best Technology Innovation Award winner in the Mobile Rules! 08 competition," said Juha Lampela, Director, Productization Technology Management, Nokia. "By encouraging innovative technology solutions from emerging companies and developers around the globe, Nokia's annual Mobile Rules! competition aims to help drive the miniaturization, enhanced performance and green technologies that are the future in mobile devices and services."

"It was an honor for GENUSION to be included in this prestigious group of Mobile Rules! finalists, recognized as being the most innovative, cutting-edge companies in the mobile arena. Receiving the Best Technology Innovation Award was an even greater honor," said Moriyoshi Nakashima, GENUSION's founder and President. "This industry award validates GENUSION's B4-Flash memory technology, and our approach and vision. We look forward to establishing world-class partnerships and bringing our product to market by the end of 2009."

The Best Future Device Architecture award carries a prize that includes the right to negotiate solution development and product creation with Nokia and other competition sponsors and

participation in an Innovation Expo to be held at Nokia headquarters in Espoo, Finland. Further information about 'Mobile Rules!' can be found at: www.mobilerules.org.

About Forum Nokia

Nokia's global developer program, Forum Nokia connects developers to tools, technical information, support, and distribution channels they can use to build and market applications around the globe. From offices in the U.S., Europe, Japan, China, and Singapore, Forum Nokia provides technical and business development support to developers and operators to assist them in achieving their goal of successfully launching applications and services to consumers and enterprises. More information is available at www.forum.nokia.com.

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks.

About GENUSION, Inc.

Founded in 2002, GENUSION is pioneering a breakthrough approach and capability in flash memory technology. The company's flagship technology, B4-Flash, offers superior programming performance, excellent reliability, and reduces the cost in half compared to conventional NOR flash memory. GENUSION's memory products are built on the company's own memory technologies and SiP design capabilities, in collaboration with leading semiconductor makers, AT manufacturers and sales companies. Based in Amagasaki, Japan, GENUSION is a privately-held company. For more information, interested parties can visit http://www.genusion.co.jp/index_e.html.