



Press Release

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MARC FRIEDMANN NAMED PRESIDENT AND CEO OF SYNTRICITY INC.

SAN DIEGO, CALIFORNIA, February 28, 2005 — Syntricity Inc., (www.syntricity.com), the privately held, San Diego based developer and marketer of the web-native dataConductorEP® engineering data management, analysis and reporting platform, today announced the appointment of Marc Friedmann to the positions of President and Chief Executive Officer, effective immediately. Friedmann comes to Syntricity from EMC Corporation's San Diego Labs, where he served as Vice President.

Jeff Teza, who has served as Syntricity's President and Chief Executive Officer since 1999, will maintain a seat on the Board of Directors and advise the company on strategic and business development issues, according to A.C. D'Augustine, Chairman of the Board at Syntricity.

"Jeff Teza has made an invaluable contribution to the growth and current success of Syntricity," stated D'Augustine, "and the Board is very happy that the company will continue to benefit from his counsel and strategic vision going forward. The expansion and full commercialization of the dataConductor EP Software Platform will benefit from the experience and demonstrated track record that Marc brings to the team."

In accepting his appointment, Marc Friedmann noted that, "I am very pleased to have the opportunity to become part of the Syntricity team. Syntricity has a strong product offering and a solid customer base. My focus will be on taking the company to the next level."

Most recently Vice President of San Diego Labs at EMC Software Group, Friedmann brings a broad scope of applicable experience as Syntricity extends its customer base and applications to the enterprise level. One of the largest software businesses in the world, EMC is a leader in products, services, and solutions for information storage and management that help organizations extract the maximum value from their information.

Prior to EMC, Friedmann founded and served as CEO and Chairman of Prisa Networks—a company focused on management software for storage area networks (SANs). In 2002, Prisa Networks was acquired by EMC and Friedmann oversaw the successful incorporation of Prisa into the EMC software group.

Friedmann's background includes eleven years with Applied Micro Circuits Corporation (AMCC) in various marketing and general management positions, including Vice President of Network Products. Friedmann holds a Bachelors of Science Degree in Physics from the



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University of California, Los Angeles, awarded summa cum laud. He was also awarded a Masters Degree in Business Administration from Harvard Business School.

Syntricity dataConductorEP is the world's only J2EE compatible Web-native software platform for device characterization and semiconductor yield management, allowing it to support worldwide browser accessibility, server-side scalability, sophisticated report generation and distribution and a patented warehouse information model. dataConductorEP is a tool for organizing, visualizing, and reporting of data.

About Syntricity

Founded in 1997, Syntricity dataConductor solutions are used by leading fables and IDM semiconductor companies to lower costs, accelerate time to market, solve problems faster and institute best practices across the semiconductor supply chain. A privately held company, some of Syntricity's key customers include AMCC, Broadcom, Cirrus Logic, Freescale (formerly Motorola's SPS division), Legerity, Qualcomm, Silicon Labs, Sun Microsystems, and Tundra. Syntricity is headquartered in San Diego, California, and maintains sales offices in Newport Beach and San Jose, California, Singapore and Taiwan.

For more information, contact Syntricity Inc., 6020 Cornerstone Court West, San Diego, California 92121; Tel: (858) 552-4485; Fax: (858) 552-4493. Or visit <http://www.syntricity.com>.

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