NEWS RELEASE

FOR IMMEDIATE RELEASE:

For further information:
Ray Alderman, Executive Director
VITA
480-837-7486
exec@vita.com

Rich Nass
Editor-in-Chief/Editorial Director
Embedded Systems Design, Embedded.com,
and Embedded Systems Conferences
(201) 288-1904
rnass@cmp.com

VITA Announces *Embedded Systems Design* as Media Partner

SCOTTSDALE, AZ, July 23, 2007 — VITA, the trade association dedicated to fostering American National Standards Institute (ANSI) accredited, open system architectures in critical embedded system applications today announced that *Embedded Systems Design* (www.embedded.com) has become a VITA Media Partner (VMP) focusing on the technologies, products, and trends directly associated with VITA's goals and objectives.

VITA's Media Partners program provides detailed and timely reporting on the latest VITA technologies, markets, members, products, services, and open standards. VITA's Media Partners are the communications and market analysis arm of VITA, communicating technology and business changes to the marketplace, thus keeping manufacturers and users keenly informed of the aspects of these changes. VITA's Media Partners equally cover products and technologies of large established companies and smaller innovative companies.

"We're pleased to become a VITA Media partner," says Richard Nass, Editor-in-Chief of Embedded Systems Design. "We feel that the goals of ESD and its readership align closely with the goals set forth by VITA, with the main concern simply to help embedded developers get their jobs completed. By joining with VITA, we'll expand our reach and give even more developers access to the tools they need."

"Embedded Systems Design has a long and solid history with the critical embedded computing industry and VITA technologies," said Ray Alderman, executive director of VITA. "VITA is very excited to be working with Embedded Systems Design as a Media Partner and we look forward to our joint efforts to provide VITA technology developers with the information they need" he added.

VITA's Media Partners share a common goal with VITA. The goal is to find better and more effective ways to use print and web together. The web/email contacts are the real-time aspect of a publication's mission. The publication itself is a detailed accounting, commentary, and opinion mechanism. It explains the news, interprets the news, and analyzes the news so the readers have a better understanding of the transitions and changes in the technologies, the markets, as well as the business environment. VITA Media Partners have also acknowledged the Journalist Code of Ethics.

About VITA

Founded in 1984, VITA is an incorporated, non-profit organization of suppliers and users who share a common market interest in critical embedded systems. VITA champions open system architectures. Its activities are international in scope, technical, promotional and user-centric. VITA aims to increase total market size for its members, expand market exposure for suppliers, and deliver timely technical information. VITA has ANSI and IEC accreditation to develop standards (VME, VXS, VPX, XMC, etc) for embedded systems used in a myriad of critical applications and harsh environments. For further information, visit www.vita.com .

About CMP Technology (www.cmp.com)

CMP Technology is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (www.unitedbusinessmedia.com), a global provider of news distribution and specialist information services with a market capitalization of more than $3 billion.

Source: VITA