NEWS RELEASE

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Imperas Names Upwind Technology as Technical Support Provider in Japan

Growing User Base in Japan Necessitates Local, High Quality Support

OXFORD, United Kingdom, April 16, 2013 – Imperas™ today announced that it has named Upwind Technology as its technical support provider in Japan. Upwind will provide both pre- and post-sales support to the growing number of Imperas customers in Japan, spanning markets from automotive to industrial controls and consumer electronics. Tokyo NanoFarm will continue to be the sales channel for the Imperas software development and test products.

Upwind Technology was founded in 2002, and its president, Kenichi Nakamura, is well known in the embedded electronics industry in Japan. Nakamura regularly writes articles for embedded journals, participates in industry committees and conferences, and drives embedded software technology development in Japan. Upwind's software engineers provide services for the development and test of embedded software, including GNU software and GNU/Linux systems.

"Embedded software and systems are getting more complex, while at the same time schedules are getting shorter and test requirements larger," said Kenichi Nakamura, founder and president of Upwind Technology. "Imperas' virtual platform based products have demonstrated both technical and business success in Japan, and we are excited to help accelerate that growth. In particular, M*SDK, with its advance tools for embedded software verification, analysis and

debug, including CPU-and OS-aware capabilities, brings significant value to developers in Japan."

"Japan represents a large market for embedded systems and software, and is a region where the use of Imperas' products has exhibited rapid growth," said Larry Lapides, vice president of sales for Imperas. "We have had Imperas users in Japan in both the industrial and academic worlds since the launch of Open Virtual Platforms (www.OVPworld.org). We are excited to have an organization of the quality and breadth of experience of Upwind Technology supporting Imperas customers in Japan."

About Imperas (www.Imperas.com**)**

Upwind may be contacted at jp.support@imperas.com. Tokyo NanoFarm may be contacted at yokokawa@imperas.com. For more information about Imperas, please go to the Imperas website.

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