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Rambus Names Bruce Sohn Director of Korea Office

LOS ALTOS, Calif., Nov 02, 2010 (BUSINESS WIRE) -- Rambus Inc. (Nasdaq:RMBS), one of the world's premier technology licensing companies, today announced that Bruce Sohn has joined as Director of Business Development for Rambus Korea. In this position, Mr. Sohn will be responsible for the overall management and direction of Rambus' strategic customer and partner relationships in Korea.

Previous to Rambus, Mr. Sohn served for 10 years in management and business development roles, including Country Manager, at Cypress Semiconductor. Prior to Cypress Semiconductor, Mr. Sohn held a number of engineering and management positions at Samsung Semiconductor. Mr. Sohn is a published author and a patent holder in the area of memory design.

"Bruce brings great experience and leadership to our efforts in Korea," said Eric Ries, vice president of Worldwide Business Development at Rambus. "His business and technical strength will prove invaluable in building strong relationships with our licensees and partners in Korea."

Mr. Sohn received a bachelor degree in Electrical Engineering from Chung Ang University, Seoul, Republic of Korea.

About Rambus Inc.

Rambus is one of the world's premier technology licensing companies. Founded in 1990, the Company specializes in the invention and design of architectures focused on enriching the end-user experience of electronic systems. Rambus' patented innovations and breakthrough technologies help industry-leading companies bring superior products to market. Rambus licenses both its world-class patent portfolio, as well as its family of leadership and industry-standard solutions. Headquartered in Los Altos, California, Rambus has regional offices in North Carolina, Ohio, India, Germany, Japan, Korea, and Taiwan. Additional information is available at www.rambus.com.

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