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# Rambus and The Elite Group to Partner to Sell Revolutionary LED Bulb

*Elite Group to sell Rambus LED bulbs into retail and professional channels within North America*

SUNNYVALE, Calif. & MONTREAL--(BUSINESS WIRE)--

Rambus Inc. (NASDAQ:RMBS), the innovative technology solutions company that brings invention to market, announced today the commencement of a business alliance with the Elite Group, a leading designer and distributor of home goods, lighting, and other consumable products. The Elite Group will promote and sell the Rambus LED bulb portfolio to retail and professional markets within North America, including the broad range of major retail customers already working with Elite.

Elite Group, in its L'Image Home Products division, currently sells a portfolio of bulbs and lighting products to major retailers including Home Depot. "We are committed to consistently providing quality market-relevant products that leverage technology and design, and we expect this relationship with Rambus will provide revolutionary LED bulbs that will be extremely attractive to our key customers," said Danny Lavy, Elite Group CEO. "The Rambus LED bulb is high-quality, affordable, elegant and highly functional."

The Rambus LED bulbs take a fundamentally different design approach than other LED light bulbs on the market. The inventive seed of this lighting solution is Rambus' MicroLens® optical technology, which in the bulb enables the use of a cylindrical light guide with the ability to produce a consistent, spherical distribution of light. This open structure allows for the innovative use of convection to keep the bulb cool. The result is a family of bulbs with increased energy efficiency, significantly improved lifetime and reduced bill of materials cost by utilizing fewer or lower-powered LEDs. The technology embodied in MicroLens optics has a proven track record in backlighting cell phones, computer screens, televisions and other displays.

"We are excited to enter into a potential partnership with Elite Group that will provide a key channel to bring our LED bulbs to the North American market," said Jeffery Parker, president of the Rambus Lighting and Display Technology business. "We look forward to establishing a strong and productive business relationship with Elite with its broad range of world-class retailers."

The first Rambus LED bulbs will be available at major retailers and professional channels as soon as Q2 2013. An extended portfolio of A19 and PAR bulbs with a roadmap of technology enhancements that enable increased functionality is under way.

**About Rambus Inc.**

Rambus is the innovative technology solutions company that brings invention to market. Unleashing the intellectual power of our world-class engineers and scientists in a collaborative and synergistic way, Rambus invents, licenses and develops solutions that challenge and enable our customers to create the future. While best known for creating unsurpassed semiconductor memory architectures, Rambus is also developing world-changing products and services in security, advanced LED lighting and displays, and immersive mobile media.

**About Elite**

The Elite Group is a team of passionate dedicated individuals, passionate about fashion, passionate bout quality, and passionate about delivering an exceptional product to the market. We aim to satisfy the final consumer while providing strong support to our buyers on an operational level. We believe that the key ingredient to driving success and growth is to deliver high quality and high design oriented product that will enhance our customers' home. With a keen sense of fashion and a pulse on current trends, we have been growing our company over the last 20 years to include a wide variety of "must have" products for the home.

**Forward-Looking Information**

This press release contains certain forward-looking statements related to Rambus, The Elite Group, and the Rambus LED Bulb, including the future partnership with The Elite Group, the terms and conditions of any future definitive agreement between the parties and the anticipated benefits thereof, as well as potential future product offerings and the expected timing thereof. Actual events or results may differ materially from those contained in the forward-looking statements, including the possibility of a delay, postponement or inability to execute a definitive partnership agreement with The Elite Group and

commercial availability of Rambus product offerings. Please refer to the documents Rambus files from time to time with the SEC, including Rambus' most recent Form 10-K and Form 10-Q, as well as Rambus' future filings. Although Rambus believes that the expectations reflected in the forward-looking statements are reasonable, Rambus cannot guarantee future results, levels of activity, performance, or achievements. Rambus is under no duty to update any of the forward-looking statements after the date of this press release to conform to actual results.

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