



March 26, 2014

## Rambus Named Finalist in Three Categories for 2014 ACE Awards

*Recognized among top companies for Executive of the Year, Ultimate Products, and Energy Technology categories*

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Rambus Inc. (NASDAQ:RMBS), today announced it has been recognized as a finalist in three categories in UBM Tech's EE Times and EDN Annual Creativity in Electronics (ACE) Awards. Highlighting the finalist honors, Rambus CEO, Dr. Ronald Black has been named as a finalist for Executive of the Year for his significant achievements in executive leadership.

Rambus has also been named a finalist for its R+™ LPDDR3 offering in the Ultimate Products/Logic/Interface/Memory awards category. The R+ LPDDR3 memory architecture solution improves power consumption and performance in mobile devices. The architecture is fully compatible with industry standards allowing customers to improve and differentiate their products in a cost-effective manner with improved time-to-market. The R+ LPDDR3 architecture includes both a controller and a DRAM interface and can reduce active memory system power by up to 25% supporting data rates of up to 2400 megabits per second (Mbps) with a roadmap to 3200 Mbps.

"We are honored for the recognition of the hard work of our team, not only improving the management and operations of Rambus as a company, but also in building platforms and solutions that address the needs of our customers and partners," said Jerome Nadel, chief marketing officer at Rambus. "This acknowledgement reinforces the great strides we have made - from the top down - enhancing the company's ability to conceive, develop, and deliver relevant technologies and products."

Finally, the Rambus A19 LED bulb has been named a finalist in the Energy Technology Award category. This revolutionary bulb delivers the light output of a traditional lamp with the energy efficiency, durability and reliability of advanced LED solutions.

The Annual Creativity in Electronics (ACE) Awards celebrate the creators of technology who demonstrate leadership and innovation in the global industry and shape the world we live in. EE Times and EDN ACE Awards are judged by a blue-ribbon panel of industry experts, comprised of the leading voices of academia, industry executives and content experts. The ACE Awards winners will be unveiled during a ceremony on April 1, 2014, as part of UBM Tech's EE Live! Conference.

### About UBM Tech

UBM Tech is a global media business that brings together the world's technology communities through live events, online properties and custom services. UBM Tech's community-focused approach provides its users and clients with expertly curated research, education, training, community advocacy, user-generated content and peer-to-peer engagement opportunities that serve the Electronics, Security, Enterprise IT and Communications, Network Infrastructure and Applications, Game and App Developers, and Tech Marketing communities. UBM Tech's brands include Black Hat, DesignCon, EE Times, Enterprise Connect, Game Developers Conference (GDC), HDI, InformationWeek, and Interop. Create, a UBM Tech full range marketing services division, includes custom events, content marketing solutions, community development and demand generation programs based on its content and technology market expertise. UBM Tech is a part of UBM (UBM.L), a global provider of media and information services with a market capitalization of more than \$2.5 billion. For more information, go to [tech.ubm.com](http://tech.ubm.com).

### About Rambus

Rambus brings invention to market. Our customizable IP cores, architecture licenses, tools, services, and training improve the competitive advantage of our customer's products while accelerating their time-to-market. Rambus products and innovations capture, secure and move data. For more information, visit [rambus.com](http://rambus.com).

RMBSTN

UBM Tech  
Felicia Hamerman, 516-562-5652  
Vice President, Marketing, Electronics  
[felicia.hamerman@ubm.com](mailto:felicia.hamerman@ubm.com)  
or

MSLGROUP for Rambus  
Darah Roslyn or Anna Vaverka, 415-512-0770  
[rambus@schwartzmsl.com](mailto:rambus@schwartzmsl.com)

Source: Rambus Inc.

News Provided by Acquire Media