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SoftJin Appoints Selcon Technologies as its channel partner for sales and marketing activities in Japan

TOKYO, Japan & BANGALORE, India—April 11, 2007—SoftJin Technologies Pvt. Ltd., an EDA (Electronic Design Automation) software development company, today announced that it has appointed a new channel partner in Japan, Selcon Technologies, for its sales and marketing activities in Japan.

SoftJin's EDA software development services and EDA building blocks are used by in-house tool developers in several Japanese semiconductor companies to achieve significant productivity enhancements and develop customized tools for their specific requirements.

“From the very beginning of the start of our company in 2000, we have focused on the Japanese market and have worked with several Japanese semiconductor companies. At this stage, we are looking to expand our activities in Japan. Selcon, with its vast experience in Japan's semiconductor industry would be able to provide the right kind of support to SoftJin to expand its customer base in the Japanese market”, remarked, Nachiket Urdhwareshe, CEO, SoftJin

About SoftJin

SoftJin Technologies Pvt. Ltd. develops customized EDA tools for the specific requirements of semiconductor and EDA companies using a combination of EDA software development services and Re-usable Building Blocks. SoftJin's customized EDA software development approach offers the advantages of enhanced EDA software capability, flexible capacity and cost savings to customers. Last year (August, 2006) SoftJin was chosen as one of the top 100 private companies in Asia that play a leading

role in innovation and technology by Red Herring magazine. More information is available at www.softjin.com.

The company's headquarters are located at Unit No: 102, Mobius Tower, SJR I - Park, EPIP, White Field, Bangalore – 560066, Tel: +91-80- 41779999, E-mail: sales@softjin.com

About Selcon

Selcon Technologies was founded in July 2000 by five people in the field of device testing for the semiconductor industry.

Besides Automatic Test Equipment (ATE) activities, Selcon also started design and assembly for test floor equipment in 2002. Around the same time, Selcon also started supporting Indian software/hardware service providers; especially in the field of test program development for semiconductor final testing area and embedded software.

The company's headquarters are located at No.17 Sankyo Building 10th Floor, 1-47-3, Higashi-Ikebukuro, Toshima-ku, Tokyo 170-0013, Japan Tel : +81-3-6907-8911. More information is available at www.selcontech.com.