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Press Release

POUNCE CONSULTING ANNOUNCES ITS NEW STRATEGIC ALLIANCE WITH AMD

Anaheim, California July 30, 2011. Pounce Consulting Inc. has announced today the strategic alliance with AMD (NYSE: AMD) to develop an Embedded Platform Board for the AMD Embedded G-Series platform. Pounce Electronics division will be in charge of the entire design and manufacturing of the board, in its own manufacturing facility.

The main goal of this project is to enable embedded solutions based on the AMD Embedded G-Series platform. This board will help develop engineering solutions, software and hardware, allowing direct access to every I/O feature available from the AMD platform, a robustness which is rarely accessible or available on standard off-the-shelf PC motherboards.

This board is aimed at providing a target platform for embedded customers using the Sage Electronic Engineering integrated development environment (IDE), a high performance development tool that helps embedded developers achieve a quicker time-to-market. This board design will take advantage of AMD's special interconnect for a custom carrier board, which means that it will allow a low cost direct connection to a secondary board, enabling developers additional easy customization in their designs.

"Development boards are a key support component for the embedded market," said Buddy Broeker, director, Embedded Solutions, AMD. "With Pounce Electronics, we've found a highly qualified and creative technology partner whose new AMD Embedded G-Series-based board will offer design support for each key feature of the platform."

The Mexican Government, through the Ministry of Economic Development of the state of Jalisco, will be joining forces alongside Pounce and AMD in this project. The government will provide some of the funds necessary for this development in an effort to increase the investment and participation of electronic companies, such as AMD, in the country.

About Pounce Consulting

Pounce Consulting is a leading, Mexico and USA based technology consultancy firm founded in 2001. Pounce Consulting IT services include Application Development, Integration, Captive Center Services (NearShore) and IT Outsourcing.

Through **Pounce Electronics** division, Pounce offers specialized design, development and proof of concept services of embedded solutions, and now it also offer the manufacturing facilities supporting the industrial, medical and consumer markets with services extending from quick prototyping, to fully integrated electronic solutions including mechanical and industrial design, which will help its clients reduce their products time-to-market.

To know more about Pounce Consulting and its subsidiaries and services, please visit www.pounceconsulting.com or e-mail your comments to karina.padilla@pounceconsulting.com