

FOR IMMEDIATE RELEASE

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MediaTek Announced to Acquire K-WILL Corporation

Hsinchu, Taiwan and Torrance, CA – MediaTek Inc., (TWSE: 2454, “MediaTek”) a leading fabless semiconductor company for wireless communications and digital media solutions, today announced that K-WILL Corporation, leading provider of video quality monitoring and video quality measurement, has become one of MediaTek’s subsidiaries through the purchase of K-WILL’s Japanese parent company’s shares. This deal will forge a path for even more innovative digital video and audio quality evaluation based on K-WILL’s patented Video DNA technology.

“K-WILL fits succinctly with our corporate innovation-driven philosophy of providing our customers with the most competitive products and the best services through innovation and teamwork to the entertainment, communication, and information industries. We are pleased to have K-WILL as a part of the MediaTek team,” said Mingto Yu, spokesperson of MediaTek.

“We’re excited about the infinite possibilities this acquisition provides for product development and market penetration. By combining MediaTek’s semiconductor innovations with K-WILL’s award-winning technologies, we are positioned to offer even more best-in-class video quality measuring and monitoring technologies,” commented John Alexenko, General Manager-Americas of K-WILL Corporation.

About MediaTek Inc.

MediaTek Inc. is a leading fabless semiconductor company for wireless communications and digital media solutions. The company is a market leader and pioneer in cutting-edge SOC system solutions for wireless communications, high-definition digital TV, optical storage, and high definition DVD products. Founded in 1997 and listed on Taiwan Stock Exchange under the code "2454", MediaTek is headquartered in Taiwan and has sales and research subsidiaries in Mainland China India, U.S., Korea, Japan and Singapore. For more information, please visit MediaTek’s website at www.mtk.com.tw.

About K-WILL

Based in Torrance, CA, K-WILL Corporation is pioneering the objective evaluation and measurement of digital video and audio quality through its patented Video DNA technology. K-WILL’s products serve the entire video industry including content producers, professional broadcast equipment manufacturers, broadcasters, CATV companies and satellite and telecom carriers. More information can be found at www.kwillcorporation.com.