



TELEAGENT SYSTEMS

Telegent Systems Names Diana Jovin as Vice President of Corporate Marketing

SUNNYVALE, CA – June 30, 2008 – Telegent Systems, the company that makes television mobile with its high-performance single-chip mobile TV solutions, today announced that it has appointed Diana Jovin to the position of vice president of corporate marketing. In this position, she will be responsible for Telegent's communication strategy, campaigns and marketing programs.

“Diana brings to Telegent a record of success in enabling companies to establish leadership positions in new market segments,” said Weijie Yun, president and chief executive officer of Telegent. “Diana’s contribution will be pivotal as we expand our global presence with mobile TV solutions that enable consumers worldwide to watch their preferred TV programs while on the go.”

Diana’s marketing experience spans the semiconductor, enterprise software and Internet infrastructure industries. Prior to Telegent, Diana was the chief executive officer and co-founder of CascadeWorks, which pioneered the services e-procurement market. She subsequently served as vice president of marketing and business development at Elance, which acquired the company in 2002. Prior to CascadeWorks, Diana was the director of marketing at NetDynamics, which established and led the application server software market and was acquired by Sun Microsystems in 1998. Diana has also consulted to numerous private and public technology companies in the development of go-to-market strategies, partner programs, product launches and positioning and messaging platforms. She holds a BA from Harvard University and an MBA from the Haas School of Business at UC Berkeley.

“I am very excited to join Telegent’s management team,” said Jovin. “Telegent has a unique value proposition in being able to deliver mobile TV solutions that leverage the existing television ecosystem that has been built out over the last sixty years. This means that consumers worldwide can obtain mobile access to their favorite television programs today, such as news and sporting events such as the Olympics, without waiting for the industry to work out issues related to spectrum, infrastructure, content and standards. Because of this, Telegent is uniquely positioned to drive very rapid consumer adoption of mobile TV.”

About Telegent Systems

Telegent Systems is a leading fabless CMOS semiconductor company providing high performance, single-chip solutions enabling free-to-air and pay-per-view mobile TV in mobile handsets, portable devices and consumer electronics. Telegent's solutions make television mobile, delivering both analog and digital broadcast reception with unparalleled sensitivity and picture quality in mobile environments, ultra-low power consumption and the highest integration simplifying mobile device design and manufacture. Telegent Systems has its US headquarters in Sunnyvale, California and a subsidiary in China. For more information, visit www.telegent.com.

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