



NEWS RELEASE

FOR IMMEDIATE RELEASE:

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VITA Announces Venture Development Corporation as Media Partner

SCOTTSDALE, AZ, April 30, 2007 — VITA, the trade association dedicated to fostering ANSI accredited, open system architectures in a variety of critical embedded system applications today announced that Venture Development Corporation (VDC) has become a VITA Media Partner (VMP) focusing on the technologies, products, and trends directly associated with VITA's goals and objectives.

VITA's Media Partners program provides detailed and timely reporting on the latest VITA technologies, markets, members, products, services, and open standards. VITA's Media Partners are the communications and market analysis arm of VITA, communicating technology and business changes to the marketplace, thus keeping manufacturers and users keenly informed of the aspects of these changes. VITA's Media Partners equally cover products and technologies of large established companies and smaller innovative companies.

“A critical core of VDC's embedded hardware practice is concerned with VME bus and board architectures. This includes VME implementations and usage and its continuing evolution through VXS, VPX, XMC, and switch fabrics. We are delighted to have been asked to become a VITA Media Partner”, said Paul Zorfass, Director, Embedded Hardware and Systems, VDC.

“Becoming a VMP allows both VDC and VITA to formalize a long-standing informal

relationship. In this role VDC looks forward to sharing more of its targeted research and insights with VITA members through the VITA web site, meetings, and other venues.”

“A VMP must express a sincere interest in VITA's technologies, its target markets, its members, their products, and truly open standards,” said Ray Alderman, executive director of VITA. “As industries mature, as ours has, companies must focus, with their partners, on their shared and common goals,” he added.

VITA's Media Partners share a common goal with VITA. The goal is to find better and more effective ways to use print and web together. The web/email contacts are the real-time aspect of a publication's mission. The publication itself is a detailed accounting, commentary, and opinion mechanism. It explains the news, interprets the news, and analyzes the news so the readers have a better understanding of the transitions and changes in the technologies, the markets, as well as the business environment. VITA Media Partners have also acknowledged the Journalist Code of Ethics.

About VITA

VITA is an incorporated, non-profit organization of suppliers and users having a common market interest in critical embedded systems. Founded in 1984, VITA believes in and champions open system architectures as opposed to proprietary system architectures. VITA's activities are international in scope. The functions performed by VITA are technical, promotional and user related and are aimed at increasing the total market size, providing vendors with additional market exposure, and providing users with timely technical information. VITA has ANSI and IEC accreditation for the development of standards (VME, VXS, VPX, XMC and others) for critical embedded computers, including critical applications and harsh environments, to enable VITA to be the steward of VME technology. For further information, visit www.vita.com.

About Venture Development Corporation

VDC is a technology market research and strategy firm. The company was founded in 1971 by graduates of the Harvard Business School and the Massachusetts Institute of Technology. We

have over 35 years of experience in providing market research, tactical reviews, strategic analysis and consulting services to technology companies worldwide.

The VDC mission is to provide our clients with strategic and tactical information that satisfies real needs and will provide lasting value, fostering client loyalty and respect. Our special strength is the ability to bring multi-disciplinary capabilities in the areas of technology, engineering, finance, marketing, and manufacturing to bear on operational and strategic problems.

VDC has developed process methodologies for the generation of reliable information, actionable results, and innovative strategies. This methodology works whether the business opportunity is evolutionary or revolutionary, for products that do not yet exist and in markets yet to be pioneered.

The real value of VDC lies in our uniformly high-caliber of strategic and tactical thinking and problem solving. We concentrate on making a major contribution to our clients' performance. For further information, visit www.vdc-corp.com.

Source: VITA