

PLX – OXFORD ACQUISITION Q&A
For Customers/Vendors

1. Who do I call about existing Oxford business?
 - a. Please use the same sales channel until further notice. All sales contact information is [found here](#).
2. Who do I call about new Oxford business?
 - a. Please use the same sales channel until further notice. All sales contact information is [found here](#).
3. Who do I call for Oxford technical support?
 - a. Please use the same technical channel until further notice. All contact information is [found here](#).
4. How can I contact a sales representative or distributor?
 - a. Use [this Web page](#) to contact worldwide sales.
5. How can I contact a PLX/Oxford regional sales manager?
 - a. PLX global office locations can be found on [this Web page](#).
6. How can I receive news and updates from PLX and information regarding the Oxford acquisition?
 - a. Please [register to receive news](#).
7. Where can I find Oxford databooks and literature?
 - a. All Oxford databooks can be accessed through the [Oxford Website](#) and [Sales team](#). PLX will soon move the Oxford material to the PLX Website.
8. Where is the Oxford Website?
 - a. <http://www.oxsemi.com/index.html>

9. Will Oxford part numbers change?

- a. There are no current plans to change any part numbers.

10. Will new co-branding be added? Will PLX keep any Oxford brand names?

- a. We will keep it separate for now and make changes that are in the best interests of winning business for the combined company.

11. Why is PLX acquiring Oxford?

- a. Adds a new growth vector, consumer/SOHO storage. Market for consumer storage growing rapidly
- b. Oxford is the market and technology leader, much like PLX is market/tech leader in PCIe, rare opportunity to not just enter a new growing market, but to enter as the market leader
- c. Although markets are different, they are converging...for example some of our enterprise storage customers are entering the consumer/SOHO space... technologies and products are merging, for example USB 3.0, a key storage interconnect is almost identical to PCIe Gen 2, we are also seeing demand of switch products that have storage interfaces like SATA, and Oxford is seeing demand for storage solutions that have system interfaces like PCI Express.
- d. The companies have complementary core skills and assets which, when integrated, will allow the combined company to develop more innovative chip & SW solutions, and get products to market faster and with lower cost.
- e. Common supply chain will help us reduce product unit costs and be more competitive in both focus markets.

12. Does this mean that PCIe is being de-emphasized or that you have less confidence in the future of PCIe? You are no longer a pure play

- a. PCIe will continue to be a major growth engine for the company. With Oxford, we have the opportunity to bolt on another growth vector, digital storage, with similar characteristics... rapidly growing market, technology and market share leadership, high gpm potential, ability to differentiate products and maintain barriers to entry.
- b. On top of that Oxford brings a lot to the table that strengthens our PCIe position, ability to integrate processors, ability to integrate storage interfaces, ability to provide sophisticated software.

13. Can you sell Oxford chips to PLX customers?

- a. Certainly, and it works both ways. Many of our storage and consumer electronics customers can use Oxford products and many of Oxford's customers can use PLX products.

14. Will Oxford customers be affected by this acquisition?

- a. PLX will continue to maintain all current Oxford business whether it is products or services and has no immediate plan to cancel any projects.

15. Will PLX continue to offer Oxford silicon solutions?

- a. Yes.

16. Will PLX continue to offer Oxford software solutions?

- a. Yes, there are no changes expected.

17. How will PLX customers benefit from this announcement?

- a. PLX customers will benefit from a technology leader with larger system level knowledge, SOC integration and software expertise, and

broader vertical market knowledge. The Company will be larger in scale allowing costs to be distributed over a bigger base of income.

18. What happens to Oxford's customers?

- a. Customers should experience no immediate impact because we will continue support unchanged. In the long term we will be able to provide better support to customers because we will have a larger and broader combined sales and support team.

19. Will PLX maintain Oxford's existing UK, Singapore and Taiwan teams and facilities?

- a. Yes. PLX will continue to maintain all satellite businesses of Oxford at this time as wholly owned subsidiaries.

20. What are the terms and conditions of the transaction?

- a. See press release.

21. When will the deal be closed?

- a. We expect to close in January 2009

22. What are the Oxford products?

- a. Oxford products are divided into two families, Storage and Serial solutions:
 - i. Storage solutions, majority of the business includes
 1. Direct-attach storage (DAS) controllers
 2. Network-attached storage (NAS) controllers
 3. RAID system controllers
 - ii. Serial solutions include:
 1. Serial communication bridges
 2. USB controllers



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23. What is the competitive positioning of Oxford solutions?

- a. Oxford is the market leader in the Consumer NAS/DAS and FireWire Combo markets.