

January 4, 2010



Marvell is Seeing Stars at CES: Celebrity Appearances to Promote Emerging Technologies for the 'Always-On Lifestyle'

Stan Lee, James Patterson, and Pauley Perrette available for interaction on how Marvell improves technology for today's connected consumer

LAS VEGAS, Jan. 4 /PRNewswire-FirstCall/ --

What:

Marvell will host a celebrity meet-and-greet to illustrate how its technologies power the "always-on lifestyle," unveil the latest in eReader trends, spur new innovations and discuss the proliferation of digital content. Consumers want more choices, affordability, greater portability, and more versatility and features in the next wave of consumer electronic (CE) products. Marvell technologies help enable CE manufacturers to make these desired experiences a reality for the consumer.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070411/SFW034LOGO>)

-- Digital Content: Stan Lee, Marvel Comics Legend and Content Master

Similar to how Stan Lee changed the world with the stories of Spider-Man, the Incredible Hulk and X-Men, Marvell is leading the change in how information is delivered to consumers and how new forms of content are becoming more personal, more accessible, and more available for consumer purchase.

-- eBooks: What this new medium means to authors and readers alike

Holding the *New York Times*' Bestsellers List record with 51 bestselling titles, award-winning author James Patterson proclaims that the year of the eReader has finally arrived. Learn how the eReader has the potential to change an entire industry and what this new trend means for consumers and technology providers.

-- Always-On Lifestyle: From the Lab to the Living Room

Star of the hit TV series CSI and technology guru, Pauley Perrette represents the always on, always connected lifestyle, and how Marvell is making it possible for devices to both perform the way we want them to, when we want them to, while using less energy.

Who:

Stan Lee, Marvel Comics Legend (January 7)

James Patterson, New York Times' bestselling author (January 8)

Pauley Perrette, actress and technology guru (January 9)

Where:

Consumer Electronics Show

Marvell Booth #30642, South Hall 3 Upper Level

Las Vegas Convention Center

When:

January 7–9, 2010

1:00 – 3:00 p.m. PT

More Info:

www.marvell.com

For More Information:

Daniel Yoo

Tate Tran

Marvell

Marvell

(408) 375-4442

(408) 802-0602

yoo@marvell.com

tate@marvell.com

SOURCE Marvell