



Pixelworks® Names Charles Parr New Senior Vice President of Worldwide Sales

December 6, 2011

Adds 25 Years of Sales Experience, Including VP of Sales at Zoran

SAN JOSE, Calif.--(BUSINESS WIRE)--Dec. 6, 2011-- Pixelworks, Inc. (NASDAQ: PXLW), an innovative provider of powerful video and pixel processing technology, announced today it has hired and appointed Charles Parr as the senior vice president of worldwide sales. Parr will report directly to Pixelworks' CEO Bruce Walicek.

With over twenty five years of experience in semiconductor sales, Parr has built an impressive track record of success in regions throughout the world. Prior to joining Pixelworks, Parr held the position of vice president of worldwide sales at Zoran Corp. He has also held similar roles in sales and marketing at Oak Technology, VLSI Technology and Motorola Semiconductor.

"We are pleased to add Charlie to our executive team and believe that his extensive global sales experience will greatly enhance our customer penetration," said Bruce Walicek, President and CEO of Pixelworks. "Charlie's relevant industry knowledge, technical expertise and relationships will be valuable assets as we continue to strengthen our global presence and grow the Company."

Commenting on his recent appointment, Mr. Parr said, "I am very excited to join Pixelworks, and I look forward to working with this exceptional management team to capitalize on the significant growth opportunities, particularly in the TV space, and further advance the Company's position as a leader in the industry."

About Pixelworks, Inc.

Pixelworks, headquartered in San Jose, California, is an innovative designer, developer and marketer of video and pixel processing technology, semiconductors and software for high-end digital video applications. At design centers in Shanghai and San Jose, Pixelworks engineers push pixel performance to new levels for leading manufacturers of consumer electronics and professional displays worldwide.

For more information, please visit the company's Web site at www.pixelworks.com

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Source: Pixelworks, Inc.

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