



## Pixelworks® Adds Industry Veteran Barry Cox to Board of Directors

March 22, 2012

SAN JOSE, Calif.--(BUSINESS WIRE)--Mar. 22, 2012-- Pixelworks, Inc. (NASDAQ: PXLW), an innovative provider of powerful video and pixel processing technology, today announced that Mr. Barry L. Cox has been appointed to the Company's board of directors.

Mr. Cox is a veteran of the semiconductor industry with more than 45 years of executive leadership experience. He currently serves on the board of directors at Audience Inc., a fabless provider of advanced voice and audio processors for mobile products, and Summit Microelectronics Inc., a privately held provider of precision analog semiconductors. Mr. Cox has also held positions at several publicly-traded semiconductor companies, including chairman of the board at Nova Measuring Instruments Ltd., and executive chairman at Quantum Effect Devices Inc., which was acquired by PMC Sierra in August 2000. Previously, Mr. Cox served as a consultant with Lightspeed Venture Partners, working with portfolio companies in all aspects of corporate development. Additionally, he held the position of president and CEO at Weitek Corporation and ATEQ Corporation, a company which he co-founded. Mr. Cox also previously served as the former president of Intel Europe while working at Intel Corporation.

Commenting on Mr. Cox's appointment, Richard Sanquini, Chairman of the Board of Pixelworks, said, "It gives me great pleasure to welcome Barry Cox, a seasoned semiconductor executive, to Pixelworks' board of directors. Barry has been a leader in the industry for several decades, having served as an executive and board member at a number of leading semiconductor companies. I believe his vast knowledge and expertise are a valuable addition to our board, and I look forward to working closely with him and the other board members as we continue to execute on the Company's business objectives."

### 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](http://www.pixelworks.com).

Note: Pixelworks and the Pixelworks logo are registered trademarks of Pixelworks, Inc.

Source: Pixelworks, Inc.

Shelton Group  
Investor Contact  
Brett L Perry, +1-972-239-5119 ext 159  
Director of IR  
[bperry@sheltongroup.com](mailto:bperry@sheltongroup.com)  
or  
Pixelworks, Inc.  
Steven Moore, +1-408-200-9221  
[smoore@pixelworks.com](mailto:smoore@pixelworks.com)