



Press Release

PixArt reports 1Q2010 results

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Hsin-chu, Taiwan, R.O.C., April 28, 2010 – PixArt today announced operating results for 1Q2010. The revenue increased by 4.4% QoQ to NT\$ 1,079.6 million. The gross margin slightly increased to 43.9% in 1Q2010 from 43.4% in 4Q2009 mainly due to favorable product mix change. The operating expense was NT\$ 223.8 million in 1Q2010, increased by 4.7% from NT\$213.8 million in 4Q2009. The net income increased by 4.5% QoQ to NT\$ 235.5 million and the basic earnings per share was NT\$ 1.83 in 1Q2010.

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