



Press Release

PixArt reports 2Q2010 results

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Hsin-chu, Taiwan, R.O.C., August 3, 2010 – PixArt today announced operating results for 2Q2010. The revenue increased by 9.8% QoQ to NT\$ 1,184.8 million. The gross margin increased to 45.6% in 2Q2010 from 43.9% in 1Q2010 mainly due to favorable product mix change. The operating expense was NT\$ 248.8 million in 2Q2010, increased by 11.2% from NT\$223.8 million in 1Q2010. The net income increased by 21.1% QoQ to NT\$ 285.2 million and the basic earnings per share was NT\$ 2.21 in 2Q2010.

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