

Tuscany Design Automation Names President and CEO: EDA Veteran Keith Mueller

FORT COLLINS, CO -- July 17, 2009 – Tuscany Design Automation, the leader in structured placement and visualization solutions for integrated circuit (IC) design, today announced that Keith Mueller has been named president and chief executive officer. Mueller comes to Tuscany Design with over 25 years of experience in the semiconductor and electronic design automation (EDA) markets.

“Over the past several months, we have conducted an extensive search for a CEO with the breadth of experience and industry knowledge to accelerate Tuscany Design’s growth and to broaden our appeal within IC physical design,” said Daniel Ellsworth, Ph.D., Tuscany Design’s chief operating officer. “Keith’s proven experience in both the EDA and the semiconductor markets couldn’t be a better fit to take us to the next level.”

Tuscany Design is in the enviable position of having started operations with a very solid, silicon-proven system. As a result, customers have achieved significant gains in performance, low-power, and area through the visualization and control Tuscany Design tools provide, particularly in the area of structured design, which has been a universal weak link in today’s place-and-route flows.

“We’re now going to apply our technological success across the various disciplines and teams of designers to focus on closing the entire design more predictably,” said Tuscany Design’s co-founder and chief technology officer, David Fletcher. “With this new broadening and acceleration of our market, it was time to bring in someone of Keith’s caliber and background in management, sales, and marketing to help make us a market leader.”

About Keith Mueller

Keith Mueller has over 25 years of experience in the EDA and semiconductor markets. Prior to joining Tuscany Design, he served as vice president of worldwide sales and marketing at Apache Design Solutions for four years, a period during which he grew the worldwide sales and applications team to achieve an unprecedented 14 consecutive record sales quarters. Mueller hired his replacement at Apache and consulted with them for nine months.

Before joining Apache, Mueller was vice president of worldwide sales at Silicon Perspective Corporation (SPC), an extremely successful start-up acquired by Cadence Design Systems, Inc. Prior to SPC, Mueller was vice president of sales at Anagram, Inc., a high-capacity circuit simulation start-up that was acquired by Avant! in 1996. He has also served in various sales management positions at Quickturn Corporation (now a Cadence company) and at start-up Silicon Compilers, Inc., eventually purchased by Mentor Graphics in 1991. Prior to entering the EDA industry, Mueller held a marketing position at disk drive maker Quantum Corporation and marketing and design engineering positions at National Semiconductor Corporation.

About Tuscany Design Automation

Tuscany Design Automation develops and markets structured placement and visualization solutions for integrated circuit (IC) design that helps engineers achieve higher performance chips—such as microprocessors, graphics, DSP designs – at 65nm, 45nm, and below. The company’s technology provides web-enabled collaboration, access, and implementation to the various groups and disciplines in the design team, helping them to better manage, optimize, and reliably close designs. Tuscany Design also accelerates existing physical design flows by providing extensive visualization and rapid what-if analysis for CPU/DSP, cores, and other blocks using a structured design methodology. Tuscany Design is based in Fort Collins, Colorado, with offices in Silicon Valley. For additional information, see www.tuscanyda.com

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