

Gennum Expands Throughout Europe and Israel with BFi OPTiLAS

Drives High-Speed Mixed-Signal Products into 10 Gigabit Ethernet Solutions

BURLINGTON, ON (July 11, 2007) – Responding to the increasing global demand for high performance data communications solutions, Gennum Corporation (TSX: GND) has broadened its sales and support efforts throughout Europe and Israel. Gennum has selected BFi OPTiLAS, a leading systems solutions distributor based in France, to represent the company's broad data communications product portfolio. Gennum cited the growing demand across Europe and Israel for 10 Gigabit Ethernet (10GbE) data communications solutions as a key factor in today's agreement with BFi OPTiLAS.

"Europe is playing a pivotal role in high speed data transfer applications today and the market is rapidly maturing to the levels of North America and Asia," said Klaus Mueller, Senior Vice President of Global Sales for Gennum. "BFi OPTiLAS enables us to expand our current sales and support network with a true solutions partner, which is critical as advanced data communications deployments increasingly demand higher levels of integration for next generation solutions. This important partnership will provide immediate access and support for enterprise customers desiring advanced data communications solutions."

BFi OPTiLAS will represent Gennum's data communications product lines in Denmark, Norway, Sweden, Finland, Germany, Austria, Switzerland, Benelux, Italy, Spain, Portugal, United Kingdom (UK), Ireland, France, Israel and Eastern Europe. The sales and support efforts of BFi OPTiLAS complement Gennum's current European sales team that operates from the company's UK headquarters located in Surrey, England. Additionally, Gennum has distribution partners throughout Europe and the UK for the company's video transport products, serving the broadcast, display and imaging markets.

"We work with Europe and Israel's largest enterprise customers, delivering high performance systems solutions," said Ernesto Prestifilippo, European Business Development Director of BFi OPTiLAS. "Gennum's technology and products provide unique capabilities, enabling our customers to get higher density line card designs and deliver XFP and SFP+ modules at 10 gigabits per second. As 10GbE continues to accelerate and fiber becomes accessible for European customers, our ability to deliver low cost, high reliability systems is key."

Gennum's Innovative Optical Transceiver IC's and Serial Backplane Interconnects

Leveraging its high-performance mixed-signal technology, Gennum offers a broad line of data communications products, including optical transceiver IC's and serial backplane interconnects. These solutions enable leading module and equipment manufacturers to deliver differentiated 10GbE, SONET and Fiber Channel products.

Gennum is the leading supplier of clock and data recovery (CDR) devices for the XFP multi-source agreement (MSA) transceiver. In addition to CDRs, Gennum is also the leader in 10Gb/s transimpedance amplifiers (TIAs) for a variety of transceiver modules.

Gennum's serial backplane interconnect products include the world's first production Quad 5Gb/s Backplane serializer/deserializer (SERDES), used in high-end routers.

Gennum's full line of data communications products will be available in Europe and Israel through BFi OPTiLAS beginning in July 2007.

About Gennum

Genum Corporation (TSX: GND) is a leading designer and manufacturer of semiconductor solutions for the global video, data communications and audio markets. A winner of a Technical Emmy® award for advances in high definition (HD) broadcasting, Genum's broad portfolio of products and technologies include image processors, video timing and transport products, IC's for optical transceivers, backplane interconnects and low power digital signal processing (DSP) solutions. Genum is headquartered in Burlington, Canada, and has global design, research and development and sales offices in Canada, Japan and the United Kingdom. www.genum.com

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For more information, please contact:

Robin Vaitonis

Genum Corporation

Tel: (905) 632-2999 ext. 2110

E-mail: vaitonis@genum.com