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## Crossing Automation Selects Impress as AOR

PHOENIX, Ariz. - December 17, 2008 - [Impress Public Relations, Inc.](http://www.impress-pr.com) (www.impress-pr.com), today announced that it has signed an agreement with [Crossing Automation](http://www.crossinginc.com) (www.crossinginc.com) to provide public relations and related marketing communications services to help launch the company into the semiconductor equipment market.

Established in 2005, Crossing Automation was founded on the premise of developing a new and more efficient [cluster tool](#) configuration and [wafer handling system](#). Funded by Tallwood Ventures and Intel Capital, the company has been in stealth mode developing its proprietary technology over the past three years.

“We’ve spent three years time developing a system that will provide semiconductor OEMs significant benefits,” stated Larry Dulmage, vice president of marketing for Crossing Automation. “Working with a leading OEM, we have completed product development and it is now time to tell our story. By engaging Impress, we believe we have selected the best possible partner to do just that.”

“During semiconductor equipment downturns, we often see innovative technologies that deliver clear value come to the fore. I believe Crossing will be a name we will associate with such an introduction,” said Dave Richardson, president of Impress. “We are very much looking forward to being a part of that process and helping Crossing achieve its near- and long-term business objectives.”

### About Impress Public Relations

Impress Public Relations is an integrated B2B marketing communications agency specializing in microelectronics, photovoltaics, electronic chemicals and life sciences. The company is headquartered in Phoenix, Ariz., with offices in San Francisco, the Pacific Northwest, New England and the United Kingdom, with global partners in Korea and Japan. Impress executives combine more than 100 years of experience in high-tech public relations, journalism, publishing and financial communications. The agency’s mission is to use its broad service offering to shape perceptions and create positive lasting impressions. For more information, please visit [www.impress-pr.com](http://www.impress-pr.com) or contact Martijn Pierik at 602.366.5599 or [martijn@impress-pr.com](mailto:martijn@impress-pr.com).

### About Crossing Automation

Crossing Automation delivers efficient, cost-effective integrated vacuum wafer handling systems to high volume manufacturers of vacuum process tools, including etch, CVD, clean and RTP. Crossing’s approach to the critical wafer automation subsystem has been productized in



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its modular ExpressConnect™ integrated vacuum wafer handling systems, which offer a building block approach to wafer automation. This novel concept offers an alternative to conventional “cluster tool” technology and simplifies OEMs’ tool configurations with its ability to most effectively meet a wide variety of process requirements. Crossing’s outsourced modules deliver critical manufacturing flexibility to OEMs and IC manufacturers alike with more reliable and more efficient wafer movement on a considerably smaller footprint than that offered by traditional approaches to wafer management.

Summary: - Impress Public Relations has signed an agreement with Crossing Automation to provide public relations and marketing communications services to launch the company in the semiconductor equipment market.