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Press Release

u-blox expands presence into Spain and Turkey

For immediate release

FOR IMMEDIATE RELEASE



(A photograph can be downloaded from http://www.u-blox.com/news/venco_kayra.jpg)

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Thalwil, Switzerland -- October 17, 2006 -- u-blox AG, the leading Swiss provider of innovative GPS receiver technology, today announced that it has expanded its distribution network into new growth markets by signing agreements with electronics distributors Venco Electronica S.A. of Spain and Kayra Elektronik of Turkey.

Venco Electronica S.A. has been distributing electronic components to Spanish OEMs since 1983. It also provides technical and logistic support to companies developing new applications designs. Furthermore, as a franchised distributor, Venco manages stock and provides personalized support services to customers. Their product portfolio includes microcontrollers, semiconductors, power & discrete devices, displays & optoelectronic products, displays and systems products, power supplies and M2M wireless communications products.

Kayra Elektronik distributes GPS and GSM-related products such as antennas, connectors, LCD displays and cables. Founded in April 2005, the company focuses on distributing mobile communications and positioning industries products.

Jean-Marie Dubois, u-blox Area Sales Manager for Southern Europe, said, "We are very happy to be partnering with market-leading distributors like Venco and Kayra Elektronik. They have the experience and contacts that we need to successfully establish ourselves in these fast-growing economies with such vast potential."

"We expect unprecedented growth rates in the mobile and communications markets in the years to come. u-blox' innovative positioning solutions will benefit both the GPS and GSM markets immensely, both of which constitute prime target markets here at Kayra" said Fatih Coksak, product manager at Kayra Elektronik.

Javier Ortega, who manages the u-blox product line at Venco, said: "u-blox is already an established name in the Spanish and Portuguese GPS markets. We hope to help widen u-blox' customer base through our contacts in the industry and our electronics products know-how. Ultimately, our aim will be to provide u-blox customers with an improved level of commercial and technical support, enabling them to develop innovative products with a fast time-to-market".

About u-blox

u-blox is an international company headquartered in Switzerland, with sales organizations in the Americas, Europe and Asia. Founded in 1997, u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems (GNSS), including GPS and Galileo, for the automotive and mobile communications markets. For more information, please visit www.u-blox.com.

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