

POLA™ Alliance to Embrace PMBus™ for Next Generation of Digitally Controlled DC/DC Products

The POLA™ alliance announced today that it will jointly design and release products in accordance with the PMBus™ digital interface and control specification in 2005. PMBus will allow advancements and flexibility in power conversion products without increasing complexity for the end user.

Members of the POLA alliance intend to release completely interoperable digitally controlled products in 2005. These products will offer advanced features allowing end users to revolutionize their power management. The PMBus is a working group consisting of several power and semiconductor companies that aims to release an open protocol supporting communication to power supplies via a digital bus.

Point of load (PoL) regulators allow more design flexibility when there are many voltages present in the same system. PoL devices are particularly useful in complex circuits such as those incorporating ASICs and DSPs that demand power sequencing.

Companies forming the POLA alliance are Texas Instruments, Artesyn Technologies, Inc., Astec Power of Emerson Network Power and Ericsson Power Modules. Customer demand for multiple sources led the formation of the alliance and standards. POLA™ is the only alliance that offers completely interoperable products.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

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About Ericsson Power Modules

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.

About Texas Instruments

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company's businesses include Sensors & Controls, and Educational & Productivity Solutions. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries. More information is located on the World Wide Web at www.ti.com.

About Artesyn Technologies, Inc.

Artesyn Technologies, Inc., headquartered in Boca Raton , FL., is a world leader in designing and manufacturing power conversion solutions for industry-leading OEMs in communications and IT infrastructure markets and is one of the foremost providers of controllers and WAN/protocol software for worldwide telecom and datacom systems and real-time communication applications. The Company has a global sales reach with design and manufacturing facilities in Asia Pacific, Europe and North America . Artesyn is a public company whose common stock is traded on the NASDAQ stock market under the symbol ATSN. For more information about Artesyn Technologies and its products, please visit the Company's web site at <http://www.artesyn.com>.

About Astec Power

Astec Power (www.astecpower.com), an Emerson Network Power company headquartered in Carlsbad, CA is a leading international supplier of power conversion solutions. Dedicated to advanced research and development, state of the art design, sophisticated automation and in-process testing, Astec Power produces standard, modified standard, and custom AC/DC and DC/DC power supplies, which range in size from one to 7,500 watts. In order to satisfy and continue to grow its international customer base, Astec Power has operations on three continents. Through this strategic allocation of its manufacturing resources, Astec Power delivers competitively priced quality products worldwide, in a timely and reliable manner.