

PLX Technology VP to Chair Flash Memory Summit Panel Highlighting PCI Express-based SSDs in Data Centers

SUNNYVALE, Calif. – July 29, 2013 – [PLX Technology, Inc.](#) (NASDAQ: [PLXT](#)), the global leader in PCI Express® (PCIe®) silicon and software connectivity solutions enabling emerging data center architectures, today announced that Larry Chisvin, PLX® vice president of strategic initiatives, will chair a session on the blend of PCIe and solid-state drives (SSDs), at the upcoming [Flash Memory Summit](#). The PLX led session, titled *PCI Express and Enterprise SSDs: Getting the Details Right*, features an array of panelists from industry leaders including [Intel](#), [Marvell](#), [sTec](#), and [Demartek](#). The session can be attended for free with [pre-registration](#), and takes place Thursday, August 15, 3:00 p.m. at the Santa Clara Convention Center, in Santa Clara, Calif.

Chisvin and the panelists will address how designers of enterprise-class storage systems can successfully navigate the complex terrain of PCIe and SSD technologies to yield powerful yet efficient storage solutions.

“PCIe has rapidly emerged as the new interface of choice for SSDs in the fast-growing enterprise and data center markets,” said Chisvin. “However, designers face a variety of uncertainties -- such as which type of flash-memory protocols to select, and how to reconcile power and performance with cost-effectiveness -- when integrating PCIe and SSD technology into large-scale storage systems. This panel will help alleviate those uncertainties through insightful presentations and candid discussion on the PCIe and SSD combination -- from both a technical and practical standpoint – while addressing the key trade-offs designers need to consider and also presenting a variety of success anecdotes.”

PLX Switches Unleashing Performance in Emerging Applications

PLX is the worldwide market leader in PCIe switch products, with 18 ExpressLane™ [PCIe Gen3 switches](#) already in production or sampling – with many more in development and planning underway for PCIe Gen4 products. In addition to its [PCI switches performing “within the box” to optimize solid-state storage](#) in and of itself, PLX’s [ExpressFabric®](#) PCIe-based fabric products provide system architects with a powerful “box-to-box” alternative in small- to

medium-sized data center clusters. Targeting 20 to 1000 nodes in one to eight racks, an ExpressFabric-based rack allows for the elimination of costly and power-hungry protocol translation devices and converges management to a PCIe-based top-of-rack (ToR) switch.

The annual Flash Memory Summit brings together top flash memory technologists and business leaders to discuss technical advances, applications, vertical markets, and emerging trends. This year's event will host more than 250 distinguished program participants, including leaders in technology, marketing, and business, plus analysts, press, and consultants. To register for the Flash Memory Summit, go to <https://www.expotrashows.com/flash-memory/2013/>.

About PLX

PLX Technology, Inc. (NASDAQ: [PLXT](#)), based in Sunnyvale, Calif., USA, is the industry-leading global provider of semiconductor-based PCI Express connectivity solutions primarily targeting enterprise data center markets. The company develops innovative software-enriched silicon that enables product differentiation, reliable interoperability and superior performance. Visit PLX on [plxtech.com](#), [LinkedIn](#), [Facebook](#), [Twitter](#) and [YouTube](#).

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