

# news release

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NEOMAGIC (R) CORPORATION ANNOUNCES LAUNCH OF REDESIGNED MERCADOMAGICO.COM.

**San Jose, California – July 13, 2016**, NeoMagic Corporation (OTC:NMGC), a fabless semiconductor manufacturer and provider of handheld mobile technology solutions, today announced the launch of a new, redesigned version of its eCommerce platform, [MercadoMagico.com](http://MercadoMagico.com), to greatly enhance the customer experience and drive further growth.

Various improvements to the [MercadoMagico.com](http://MercadoMagico.com) site have been implemented as NeoMagic continues to invest in providing the most cost effective multi-vendor eCommerce platform and the best shopping experience to its [MercadoMagico.com](http://MercadoMagico.com) customers.

The new website not only encompasses the latest technology, performance and security enhancements, it also lays the groundwork for the future. As a result, the new [MercadoMagico.com](http://MercadoMagico.com) site now has:

- New fully responsive design, which automatically adjusts the site size, whether customers user a PC, or access the new platform on a mobile device, they'll see a stylish new interface tailored to their device, allowing customers to shop more conveniently, from anywhere, anytime and from any platform.
- Performance and security improvements, so that the website loads more quickly, can handle more customers, thereby delivering a high-quality customer experience , while maintaining the highest level of security possible.
- New search and comparison tools that help customers find products more easily, and these products across vendors.
- The enhanced site allows customers to engage with one another with the new ability to post product reviews, which help shoppers in their buying decisions.

In conjunction with the redesign of [MercadoMagico.com](http://www.MercadoMagico.com), the Company is encouraging product manufacturers specializing in unique, specialty, or high demand consumer based products, who would like to establish or increase their online presence to become sellers on [MercadoMagico.com](http://www.MercadoMagico.com).

NeoMagic continues to maintain its core business with shipments of its legacy product line of MiMagic3 application processors. The Company also continues to focus on identifying new opportunities for its MiMagic 6+ and MiMagic 3 products.

## **About NeoMagic**

NeoMagic designs and delivers consumer electronic device solutions with semiconductors and software for video, television, imaging, graphics, and audio. We provide low cost, innovative chip technology for tomorrow's entertainment and communication needs. Our solutions offer low power consumption, small form-factor and high performance processing. As part of our complete system solution, we deliver a suite of middleware and sample applications for imaging, video and audio functionality, and we provide multiple operating system ports with customized drivers for our products. Our product portfolio includes semiconductor solutions known as applications processors. Our applications processors are sold under the "MiMagic" brand name with a focus on enabling high performance processor within a low power consumption environment. The Company has developed the Horizon Digital Picture Frame kit using our MiMagic 6+ application processor.

Our capabilities give our partners and their customers' high quality answers to excite and enhance the consumer's lifestyle. For more information, visit [www.neomagic.com](http://www.neomagic.com).

NeoMagic owns and operates <http://www.MercadoMagico.com>

MercadoMagico is a registered trademark.

## **Safe Harbor Statement**

*This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve significant risks and uncertainties. Such statements may include, without limitation, statements with respect to the Company's plans, objectives, projections, expectations and intentions and other statements identified by words such as "projects," "may," "could," "would," "should," "believes," "expects," "anticipates," "estimates," "intends," "plans," or similar expressions. These statements are based upon the current beliefs and expectations of the Company's management and are subject to significant risks and uncertainties, including those detailed from time-to-time in the Company's filings with the Securities and Exchange Commission, including our Form10-K's, 10-Q and 8-K's*

*for 2007 through the date of October 31, 2010 hereof have been made available to the Investor at [www.sec.gov](http://www.sec.gov). Information for the period ending January 30, 2011 to the present is not available through the SEC due to the cessation of the Company's required filings under the 1934 Act. Actual results, including, without limitation, the Company's ability to successfully raise capital may differ significantly from those set forth in the forward-looking statements. Forward-looking statements involve risks and uncertainties that are subject to change based on various factors (many of which are beyond the Company's control). For example, statements about our expectations in connection with financings are subject to a variety of uncertainties and are subject to change as a result of changes in circumstances that could make it difficult for us to consummate such financings on terms acceptable to the Company, or at all. The Company undertakes no obligation to update any forward-looking statements, except as provided for by law.*

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