



Leadis Technology Expands Its Distribution Coverage in Asia Pacific

SUNNYVALE, California Sep 18, 2007 – Leadis Technology, Inc. (Nasdaq: LDIS), today announced the appointment of Excelpoint Technology Ltd, a premier distributor and solutions provider in Asia, and Answer Technology Co., Ltd, a leading demand creation distributor in Taiwan, as new distributors. The addition of these top distributors in Asia will extend Leadis' sales channel, bringing more local technical support to customers in the Asia region.

Established since 1987, Excelpoint Technology has emerged as one of the premier distributors in Asia. The company is known for its strong technical support for customers by providing time to market reference designs and solutions. Leadis will be represented by Excelpoint in China, Hong Kong, Korea, ASEAN, India, Australia and New Zealand.

Founded in 2000, Answer Technology has built a stellar reputation by developing a talented and dedicated technical staff to support customers in Taiwan. Leadis will be represented by Answer Technology in Taiwan.

“Leadis' selection of these top regional distributors extends our sales footprint in Asia, providing us with increased sales opportunities and broader customer base coverage and support,” said Paul Novell, Executive Vice President of Sales and Marketing of Leadis Technology. “With Leadis' careful selection of these local representatives, we will continue to provide our customers with world class sales and technical support.”

“In its partnership with Leadis, Excelpoint will be utilizing its strong in-house design capabilities to support Leadis products in existing and emerging applications and products, such as digital LCD TVs, portable media players and mobile phones, platforms and accessories where we already have a strong presence,” said Albert Phuay, Chairman and Group CEO of Excelpoint Technology. “In addition, Excelpoint will leverage its extensive network in Asia and wide product lines to create and develop new opportunities with Leadis products.”

“We are pleased to be selected by Leadis as its distributor for Taiwan. Answer Technology will leverage its broad customer base and strong customer relationships to grow demand creation revenue,” said Mark Lee, President of Answer Technology.

Leadis International Ltd.

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About Excelpoint Technology Ltd

Excelpoint Technology Ltd is one of the region's established electronics component distributors and an emerging industry player in design innovation and technology development. Its geographic reach spans the Asia-Pacific through a network of 30 offices across the region. Excelpoint specializes in providing a broad spectrum of services that range from the supply of electronic components and chipsets to design and development services and the manufacture of memory modules and communication products. The Group caters to the needs of the telecommunications, networking, consumer electronics, industrial and instrumentation electronics, automotive, computer and computer peripherals industries. Excelpoint Technology Ltd is a public listed company on the Singapore Exchange (SGX:Excelpoint). Information on Excelpoint and its services is available at <http://www.excelpoint.com>

About Answer Technology Co., Ltd

Established since 2000, Answer Technology is one of the premier distributors with strong technical support in Taiwan. The management concept of responsibility and persistency for improvement and innovation has grown the company to more than 75 staffs to support the fast growing electronics segment. Information on Answer Technology and its services is available at <http://www.anstek.com.tw>

For more information, visit www.leadis.com.

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About Leadis Technology, Inc.

Leadis Technology, Inc., headquartered in Sunnyvale, California, designs, develops and markets analog and mixed-signal semiconductors that enable and enhance the features and capabilities of mobile and consumer electronics devices. Leadis' product offerings include color display drivers, which are critical components of displays used in mobile consumer electronic devices; LED drivers, which provide controlled levels of current required to drive light emitting diodes in diverse applications including mobile backlight units; and audio CODEC and FM transmitter ICs, which are integral components in mobile media players and their associated aftermarket accessories. Leadis currently supplies display drivers supporting the major small panel display technologies, including a-Si and LTPS TFT LCD's, color STN LCD's, and color OLED displays, LED drivers supporting mobile backlighting

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applications, and audio ICs supporting portable media players and aftermarket audio accessories.

Certain statements in this press release including, but not limited to, statements as to the anticipated capabilities and benefits of Leadis' new distributor relationships are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Such risks and uncertainties include, but are not limited to, risks associated with reliance on third parties for sales generation and sales support efforts, delays in ramping new products into production, lack of market acceptance of our products, general mobile handset and semiconductor industry trends, and other risks detailed and from time to time in Leadis' reports filed with the Securities and Exchange Commission including its Form 10-K for the year ended December 31, 2006 and Form 10-Q for the quarter ended June 30, 2007. Leadis disclaims any obligation to update these forward-looking statements. (LDISG)

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