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FOR IMMEDIATE RELEASE

Sensor Platforms names Bill Eichen Chief Executive Officer

San Jose, California, March 5, 2007 -- Sensor Platforms Inc. (SPI), a fabless semiconductor consumer company announced today that its board of directors has appointed Bill Eichen as chief executive officer. In this role, Eichen will lead the corporation's growth to new levels by enabling cost-effective solutions in the consumer navigation and hard disk markets. SPI's new class of high-performance analog and mixed-signal semiconductor devices and software are targeted at consumer, computer and industrial applications.

Mr. Eichen has over 20 years of experience in the consumer and communications semiconductor industry. Most recently, he was President and COO of Analogix Semiconductor, a leader in the HDMI and DisplayPort™ semiconductor markets. Prior to Analogix, he was CEO of Memcall, a pioneer in the Layer 4-7 search market, and was founder and CEO for Nueva Semiconductor, a manufacturer of security processor ICs.

Bill has also been responsible for a variety of management successes at IDT, Cypress Semiconductor, Zoran, Motorola, and NEC. He is Chairman of Software Incubators, an enterprise and wireless client/server solutions corporation. Bill holds both Bachelors and Masters degrees from MIT in Electrical Engineering and Computer Science.

"Sensor Platforms is a very exciting opportunity," Eichen said. "Having recently introduced its first sensor signal processor, the corporation is poised for rapid growth and is already generating revenues in the consumer space. A key differentiator of SPI is our corporation's invention, know-how, design and the strong entrepreneurial drive of our top flight employees.

"We are very excited to be able to bring a seasoned semiconductor executive of Bill's caliber in to lead the Sensor Platforms team, said George Hsu, founder and CTO of Sensor Platforms. Bill's presence validates our exceptional opportunities, and reiterates our vision of building a great corporation. The combination of Bill's expertise in semiconductors with our sensor processing and know-how is already proving to be instrumental in numerous successes."

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About Sensor Platforms

Sensor Platforms, Inc. (SPI) is an innovator of high-performance analog and mixed-signal semiconductor tracking devices for the consumer, computer and industrial markets. Located in San Jose and Santa Rosa California, SPI's vision is to enable improved levels of sensor performance with a new class of intelligent devices which overcome existing performance and cost limitations. Products include the Sensor Signal Processor (SSP1492), HDD Rotational Vibration Cancellation (SSP1235) and a family of navigation devices for correction of heading and location information (SSP147X) utilizing cost-effective magnetometer, capacitive, accelerometer, gyro, pressure, and flow sensors. For more information, visit www.sensorplatforms.com.