



Phoenix Technologies Partners With Samsung Offering Instant-On Notebooks and Netbooks

-- Samsung agreement underscores growing demand for HyperSpace(TM), the PC industry's leading instant-on/off, always-connected, all-day computing environment

MILPITAS, Calif., Oct 21, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Phoenix Technologies Ltd. (Nasdaq: PTEC), the leader in PC 3.0(TM) products, services and embedded technologies, today announced a strategic agreement with Samsung Electronics Co. Ltd to bring to market notebooks and netbooks that are instant on/off, more user-friendly, fun, automated and secure, with extended battery life.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070410/SFTU048LOGO>)

"All-day, instant-on and always-connected mobile computing is the very foundation of our PC 3.0 vision," said Woody Hobbs, President and CEO of Phoenix Technologies. "Consumers expect their notebook PCs and netbooks to perform with the speed, predictability and agility of smartphones and Phoenix is very pleased to be working with Samsung to offer this user experience to Samsung's notebook and netbook product lines. We want consumers to fall in love with their PCs."

Mobile PC users are driving the demand for ultra-mobile PCs and netbooks, an emerging category of small, lightweight and inexpensive computing devices with exploding sales. Gartner predicts netbook shipments will reach 25 million units by the end of the year. As a mobile device aimed at today's on-the-move consumers, netbooks work best with a light footprint and highly efficient operating system to deliver instant all-day connectivity to the Internet and web-based applications.

Samsung's PC division executives said, "As the world's fastest growing vendor in the ultra mobile computing market, Samsung is committed to bring to market innovative technology solutions that simplify consumers' lives. Working with Phoenix, we plan to deliver next-generation mobile devices with innovative and intuitive on-the-go computing solutions that fit the emerging needs and desires of our mobile consumers."

"Samsung and Phoenix are jointly working to meet consumer needs for instant-on PCs and all-day mobile computing devices," said leading industry analyst and mobile PC futurist Tim Barjarin of Creative Strategies. "With HyperSpace, Phoenix is on track to change the way people actually use a PC. Consumers will now be able to use Samsung netbooks throughout the day and have smart connectivity options just like smartphones."

To learn more about Phoenix's instant-on operating system, please visit www.hyperspace.com.

About Phoenix Technologies Ltd.

Phoenix Technologies Ltd. (Nasdaq: PTEC), the leader in PC 3.0(TM) products, services and embedded technologies, pioneers open standards and delivers innovative solutions that enable the PC industry's top system builders and specifiers to differentiate their systems, reduce time-to-market and increase their revenues. The Company's flagship products and services -- SecureCore Tiano, Embedded BIOS, Phoenix Freeze, FailSafe, HyperSpace, and eSupport.com -- are revolutionizing the PC user experience by delivering unprecedented performance, security, reliability, continuity, and ease-of-use. The Company established industry leadership and created the PC clone industry with its original BIOS product in 1983. Phoenix has over 210 technology patents issued and pending, and has shipped firmware in over one billion systems. Phoenix is headquartered in Milpitas, California with offices worldwide. For more information, visit <http://www.phoenix.com>.

Phoenix, Phoenix Technologies, Phoenix SecureCore, SecureCore Tiano, Embedded BIOS, Phoenix Freeze, FailSafe, HyperSpace, PC 3.0, eSupport.com and the Phoenix Technologies logo are trademarks and/or registered trademarks of Phoenix Technologies Ltd. All other marks are the marks of their respective owners.

Safe Harbor

The statements in this release include forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, regarding, but not limited to, the availability of Samsung PCs with HyperSpace technology and how our collaboration with Samsung will benefit end users. These statements involve risk and uncertainties, including: unexpected technical challenges and delays, including defects, errors,

code bugs and glitches; unexpected challenges relating to our relationship with Intel; our ability to successfully compete in new markets where we do not have significant prior experience; competing technology and offerings of competitors; demand for our products and solutions; our ability to hire and retain key employees; and our ability to protect our intellectual property rights. For a further list and description of risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements in this release, we refer you to the Company's filings with the Securities and Exchange Commission, including, but not limited to, its annual report on Form 10-K and quarterly reports on Form 10-Q. All forward-looking statements included in this release are based upon assumptions, forecasts and information available to the Company as of the date hereof, and the Company assumes no obligation to update any such forward-looking statements.

Contact:

Shauli Chaudhuri

VP of Marketing and Communications

Phoenix Technologies Ltd.

Tel : +1 408 570 1060

public_relations@phoenix.com

SOURCE Phoenix Technologies Ltd.

<http://www.phoenix.com>

Copyright (C) 2009 PR Newswire. All rights reserved