



Press Release
For Immediate Release

Firecomms Secures Swisscom and Alps Electric Investment for Plastic Optical Fiber Home Networking Technology

Cork, Ireland—January 14, 2009— Firecomms, a provider of high-speed Plastic Optical Fiber components, has closed a \$5m funding round that includes significant investments from Switzerland-based telecom provider Swisscom, and Alps Electric Co., Ltd., a leading global manufacturer of electronic devices, which also committed to a long-term supply contract of Firecomms high-end Fiber Optic Transceivers for Alps' networking platforms.

"Already an adopter of Firecomms' IPTV interconnect technology, Swisscom has first hand experience with the advantages of Plastic Optical Fiber in the home," says Firecomms' CEO Declan O'Mahoney. "As Swisscom is an innovative leader in IPTV deployment, this investment is a huge validation of our home networking technology and it will enable us to continue to expand our business with Telcos all over the world."

"Firecomms' technology has enabled us to offer a Swisscom-branded Fiber Optic self install solution today. Our engineers have recognized the advantage of Firecomms' Plastic Optical Fiber technology in reducing and simplifying the install time for our IPTV subscribers," says Pär Lange, investment partner with Swisscom. "We believe our investment in Firecomms will lead to more collaboration between our companies, which will result in the widespread adoption of POF technology throughout the IPTV world."

Firecomms home networking technology enables the quick and easy deployment of fiber optic cable in the home. Using low-cost, easy to use transceivers, like the company's proprietary OptoLock® plugless transceivers, Firecomms makes possible a reliable and future-proof connection between IPTV set top boxes and home gateways. Plastic Optical Fiber technology is widely used in millions of cars worldwide, so Firecomms devices have achieved the low-cost and high reliability required for use in home applications.

"By integrating Firecomms' innovative core technology into our communications products, we will further our technology lead in this highly competitive marketplace," states Toshihiro Kuriyama,

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Member of the Board of Directors at Alps. "Our investment in Firecomms is intended to accelerate its R&D programs to create even more of these opportunities."

Other investors in Firecomms' latest funding round are London-based GP Bullhound Sidecar; and Firecomms' existing venture capital investors Atlantic Bridge, ACT Venture Finance, and Enterprise Ireland.

Additional information about Swisscom and the other companies investing in Firecomms can be found at their respective websites:

Swisscom Ventures	www.swisscom.ch/aboutswisscom
Alps Electric Co., Ltd	www.alps.com
Atlantic Bridge	www.abven.com
ACT Venture Finance	www.actventure.com
Bullhound	www.gpbullhound.com
Enterprise Ireland	www.enterprise-ireland.com

About Firecomms Ltd.

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary Optolock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at www.firecomms.com.

About Swisscom

Swisscom is Switzerland's leading telecoms provider with 5.3 million mobile customers, around 5.4 million fixed lines including 1.7 million broadband connections. The company has a presence throughout Switzerland and offers a full range of products and services for mobile, landline and IP-based voice and data communication. Swisscom also is active in one of the most attractive broadband markets in Europe via the Italian provider Fastweb.

Swisscom Ventures seeks to acquire minority stakes in companies that operate in promising markets for information, communication and entertainment technologies. These efforts also include spinning off Swisscom's internal business activities. As a value-creating investor, Swisscom is able to provide companies with the technical know-how and strategic experience of an established telecommunications provider.

About Alps Electric Co., Ltd.

Alps Electric Co., Ltd. is a leading global manufacturer of electronic devices, supplying over 40,000 different components to about 2,000 companies all over the world. Although often unseen, the company's products play vital roles in many everyday products. Its business domain is perfecting the art of electronics.

Alps Electric Co. has five business units: Component Device Division which manufactures various switches including the notable TACT switches™, connectors for memory cards, and sensors for automotives; Automotive Products Division which produces units and modules of instrument panel area, steering area, and doors and seats area for automotives; Communication Devices Division which creates network communication modules for a wide range of communication methods, such as Bluetooth™, and IEEE; Peripheral Product Division which creates various input devices, such as touch pads for note PC called GlideSensor™; and Magnetic Device Division which develops sensors represented magnetic sensors, optical products, piezo applied devices, and products utilizing Licalloy™. Alps Electric creates new values that satisfy stakeholders and are friendly to the earth. Additional information about Alps is available at www.alps.com.

OptoLock is a registered trademark of Firecomms Ltd.

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