

planet 9

studios, inc.

For more information contact:

Lori Evans
Evans Public Relations/for SiRF, a CRS plc
company
+1 (650) 200-5891
lori@evanspublicrelations.com

David Colleen
Planet 9 Studios
San Francisco
+1 (415) 348-1200
dcolleen@planet9.com



RayGun™ Navigator with Virtual San Francisco®

RayGun™ Wins a SiRF People's Choice Award

San Francisco, California – November 10, 2009 – Planet 9 Studios, developers of the RayGun navigation and social networking application, are pleased to announce that RayGun recently won best enterprise application at the recent SiRFecosystem's Location 2.0 Summit held in San Diego.

RayGun is the first product to merge GPS and social networking with real world 3D locations. RayGun runs on cell phones, PC's, PND's and in automotive navigation systems. As a navigation product, RayGun is defining the next generation of personal and in-car systems using 3D city interfaces and social networking.

“Congratulation to RayGun for having been chosen for a People’s Choice award for the Enterprise category by the top global location industry executives at the Location 2.0 Summit,” said Kanwar Chadha, founder and vice president of marketing for SiRF. *“Award winners have most clearly demonstrated the benefits of using the power of location to connect people, content and services, and represent the most cutting-edge location technologies and novel LBS products.”*

About Planet 9 Studios

Planet 9 Studios develops software for navigation and social networking on mobile devices. Their RayGun platform is built to deliver the world’s first 3D social network that allows users to chat, explore, locate and interact with realistic avatars and actual 3D cities on a mobile device using GPS locations. Customers include 10 Fortune 100 companies including Boeing, Clarion, Denso, Magellan, Visteon and the US Navy. More information can be found at www.planet9.com.

About CSR

CSR is a leading provider of multifunction connectivity and location platforms. CSR’s technology portfolio includes Bluetooth, GPS, FM, Wi-Fi (IEEE802.11), UWB, NFC and other technologies to enable silicon platforms that incorporate fully integrated radio, baseband and microcontroller elements.

CSR’s Connectivity Centre is designed to enhance the user experience with mainstream mobile devices by intelligent integration of multiple wireless connectivity and location-awareness technologies. CSR’s Location Platforms are complemented by wireless connectivity and multimedia capabilities for high-volume mobile consumer devices and commercial applications.

CSR’s technology has been adopted by market leaders into a wide range of mobile consumer devices such as mobile phones, automobile navigation and telematics systems, portable navigation devices (PNDs), wireless headsets, mobile computers, mobile internet devices, GPS recreational devices, digital cameras, mobile gaming, plus a wide range of personal and commercial tracking applications.

CSR and SiRF merged on June 26, 2009, and SiRF Technology Holdings, Inc. became a member of the CSR group of companies. More information can be found at www.csr.com.

---end --