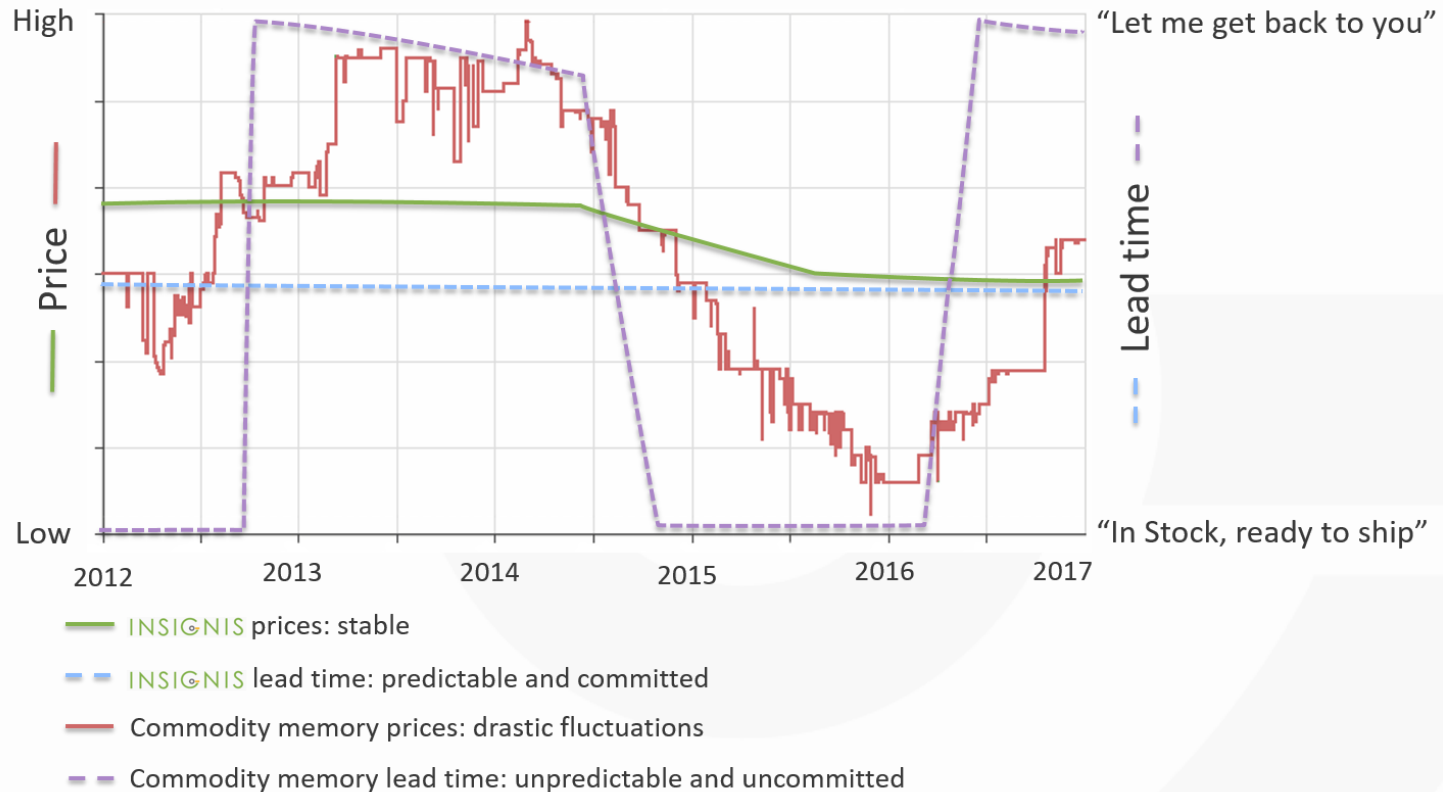


# DDR3 Typical Market Price & Lead Time



Insignis is committed to stability in pricing and availability for all our products. Having predictable, committed lead time and pricing allows our customers to have confidence that their manufacturing lines will not be at the mercy of erratic market fluctuations. Insignis products will ship when we say it will, at an agreed to price. High volume manufacturers have no control over supply/demand balance, and as a result, if you aren't among a select few customers your lead time is uncommitted and unpredictable. Similarly, our competitors are forced to enter into price battles which drive market instability. Pricing trends appear to be erratic, but that is merely the result of an even more volatile availability profile.