

### **J-Link purchase helps Pakistani Flood victims**

Hilden, Germany – August 18<sup>th</sup>, 2010 – SEGGER Microcontroller today announced that they will donate 20% of each J-Link sale from now on until September 15<sup>th</sup> to "Alliance Development Works", an alliance of German development and relief agencies that supports victims of the Pakistani flood disaster.

This activity will include the following SEGGER branded J-Links such as J-Link, J-Link PRO, J-Link Ultra and J-Link EDU purchased directly by end customers from SEGGER Microcontroller GmbH & Co. KG. In addition SEGGER will donate 2000,00 EURO immediately to the alliance.

A list of the companies that support this initiative by purchasing a J-Link will be available to the participating companies upon request.

"This is one of the worst natural disasters if not the worst in living memory. We feel the urge to help those who suffer from this disaster and hope that other people will follow", says Rolf Segger, owner of SEGGER.

### **About "Alliance Development Works"**

The Alliance Development Works is an alliance of German development and relief agencies providing long-term aid in the aftermath of major disasters and in emergencies. The association brings together larger and smaller, church and non-church development and relief agencies along with their respective specialties. Pooling these competencies enables efficient and effective action. The agencies continue to act independently, but also support each other and co-ordinate their activities. Donations collected jointly are divided up equally among the organizations in the alliance.

The development and relief agencies involved all have many years of experience in development co-operation. Our work is focused on the poorest of the poor in Africa, Asia and Latin America – people who have lost everything through war and disasters, the landless, street children, those who have been deprived of their rights. What these people do not need is instantaneous success stories that satisfy the media; they need lasting changes. Emergency relief alone is not enough. Our goal is to fight the causes of want, poverty and conflicts.

More information is available at <http://www.entwicklung-hilft.de/About-us.180.0.html>

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### **About SEGGER**

**SEGGER Microcontroller** develops and distributes hardware and software development tools as well as software components for embedded systems. An "embedded system" is one in which a microprocessor and associated components are incorporated into a device helping to accomplish difficult and complex tasks in products such as cell phones, medical instruments, instrument clusters, measurement instruments, satellite radios, digital cameras etc.

SEGGER was founded in 1997, is privately held, has been profitable since its inception, and is growing steadily. Based in Hilden with distributors in all continents and a local office in Massachusetts, SEGGER offers its full product range worldwide.

SEGGER software products include: embOS (RTOS), emWin (GUI), emFile (File System), emUSB (USB host and device stack) and embOS/IP (TCP/IP stack). With the experience in programming efficiently on embedded systems, SEGGER created highly integrated, cost-effective programming and development tools, such as the Flasher (stand-alone flash programmer) and the industry leading J-Link/J-Trace emulator.

SEGGER's intention is to cut software development time for embedded applications by offering affordable, high quality, flexible and easy-to-use tools and software components allowing developers to focus on their applications. Find out more at <http://www.segger.com>



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