



Press Release:

Pixart sets record date for cash dividend.

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Hsin-chu, Taiwan, R.O.C., July 30, 2010 – Pixart today sets August 22st as the record date for cash dividend. The ex-dividend date will be August 16th. In accordance with Article 165 of the Company Act, the shareholder's register will be closed from August 18th to August 22st. The cash dividend is NT\$ 5 per common share.

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