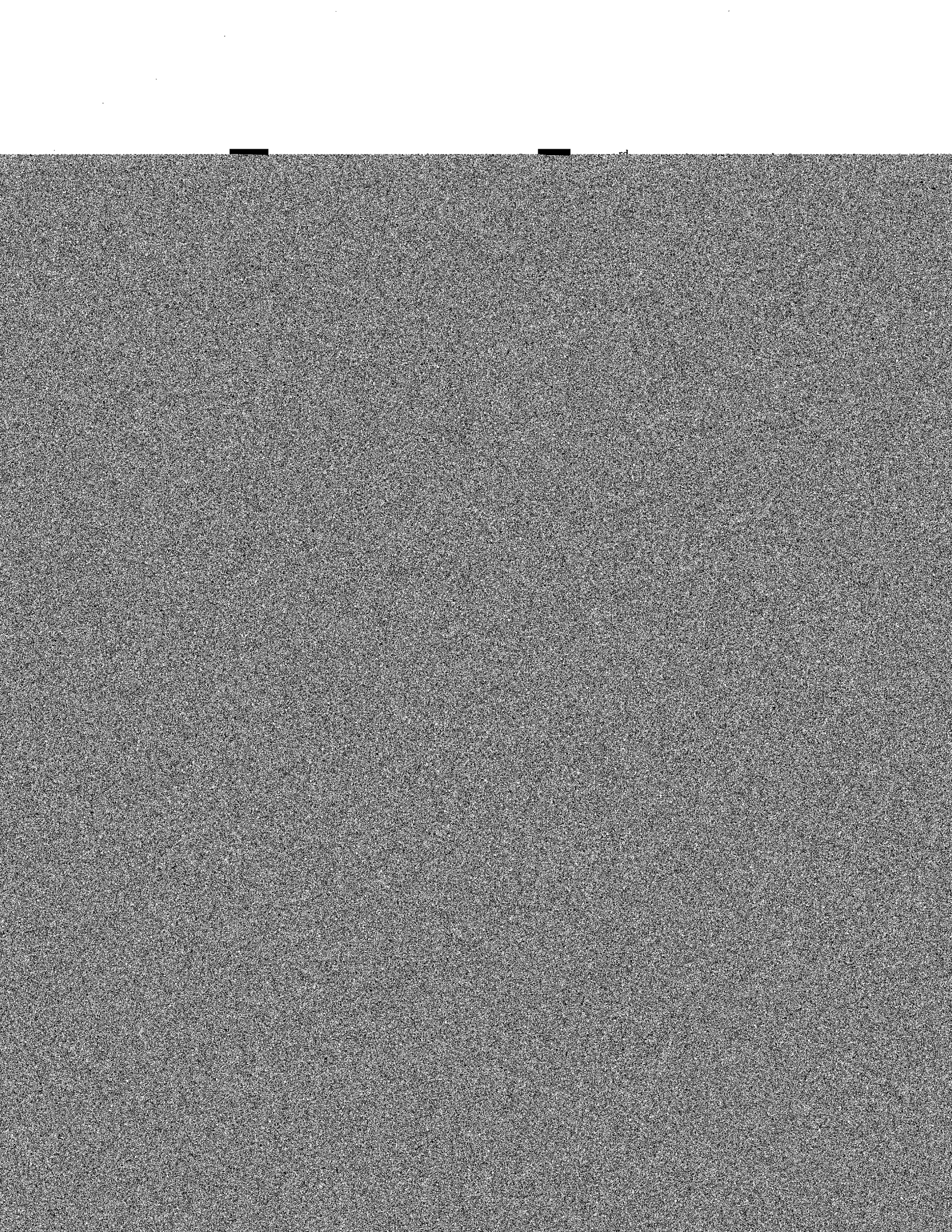


COMPETITIVE EFFECTS

A. Price Competition

18. The Acquisition likely will substantially lessen competition in the market for PCIe



losing by introducing the multicast feature to its 2nd generation PCIe switches because it

44. The high cost of entry by new firms or expansion by the fringe competitors serves as another barrier to entry or expansion into the relevant product market. Entry with even a single PCIe switch would cost several million dollars. These costs constitute a significant barrier to entry in the context of a market with current sales of \$100 million dollars or less. Notably, PLX recognizes that the high cost of developing a PCIe switch is a barrier to entry. PLX's interim CEO detailed this barrier in an email to one of his salespeople, noting [REDACTED]

45. The high cost of entry is magnified because an entrant would likely need to develop a [REDACTED]

