

## RFM News Release

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### RF Monolithics, Inc. Announces Strategic Marketing Direction

**Dallas, Texas (March 28, 2000) RF Monolithics, Inc. (RFM) (Nasdaq: RFMI)** announces a product realignment to focus resources on strategic markets. RFM's four product families have been realigned into a Communications Products Group and a Low Power Products Group. The Communications Products Group includes the Company's filter and frequency control products. The Low Power Products Group includes low power components and Virtual Wire® Short-Range Radio products. The Company's strategic marketing direction is to align products with similar markets and customers, and to compete in those markets with similar strategies that are based upon complimentary core strengths.

Executive Director for the newly formed Communications Products Group, Dr. Jidong Dai, commented, "We expect the Communications Products Group will be the growth engine for RFM, with the filter products focusing on wireless communications, and frequency control products focusing on fiber optics systems. Although this product group currently represents a relatively small percentage of sales, I believe our unique technologies and design capabilities position us to capitalize on the exploding communications market. Several recent design wins validate our strategy and confirm our capability for quick response to customer needs."

David Kirk, President and CEO of RFM, also commented on the realignment, "The alignment of products into strategic groups with similar target markets streamlines our marketing efforts and allows us to optimize our marketing and engineering resources. We believe both of these product groups have rapidly expanding markets. We also believe our strategy gives RFM the potential to be a key player in both the communications markets, with our filter and frequency control products, and the short-range wireless markets, with our low power component and radio products." Mr. Kirk further commented, "We feel we have a clearly defined strategic marketing direction which will contribute to the continued success of our programs to grow the business and to return the Company to profitability."

RFM, headquartered in Dallas, Texas, is a leading developer and manufacturer of a broad range of radio frequency components and modules based on surface acoustic wave technology for the automotive, computer, consumer, industrial and telecommunications markets worldwide.

*This news release contains forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. These risks and uncertainties include, but are not limited to, timely development, acceptance and pricing of new products, competing technologies, impact of competitive products and pricing, general economic conditions as they affect the Company's customers, as well as other potential risks and uncertainties as detailed in the Company's SEC reports, including Form 10-K for the year dated August 31, 1999. The Company does not assume the obligation to update any forward-looking statements contained in this release.*

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