

## PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

### Avnet Memec extends European distribution agreement for NEC Electronics Europe's industrial automation products

**Poing, 22<sup>nd</sup> April, 2009** – Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, announced today the extension of its distribution agreement with NEC Electronics Europe to include industrial automation products such as IO Link, ERTEC and Ethernet Controllers.

Avnet Memec already distributes NEC Electronics' mainstream technologies including MCU (8/16/32 bit), Opto Couplers and Power Mosfets in Germany, Switzerland, Austria, Italy, France, United Kingdom and Ireland.

"NEC Electronics is focused on being the leader in semiconductor and colour LCD solutions for industrial automation applications. We already have a leadership position in Profinet applications with the ERTEC family and our recent release of a single chip IO-Link solution will only further strengthen our position in this market. We realise that distributors that display expertise in industrial automation applications are a key part of our strategy and we plan to continue to work together to bring these solutions to our customers," comments **Haroon Rashid, General Manager, NEC Electronics**.

"We are delighted about the extended distribution agreement with NEC Electronics. Avnet Memec has a proven strong position in the industrial automation market based on its broad portfolio, market knowledge, service and support. The industrial automation products of NEC Electronics are a complementary fit to our line card. We are looking forward of continuing our successful partnership we have established with NEC Electronics over the last 25 years in the industrial automation market," said **Steve Haynes, President of Avnet Memec**.

#### **About Avnet Memec**

Avnet Memec, a business unit of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor, operating on a pan-European basis and employing a significant number of engineers to support customers' design efforts. Avnet Memec specialises in highly innovative suppliers and technologies, which will help a variety of customers to differentiate their designs. Its area of specialisation extends from Analog and Microcontrollers to RF, Datacom and Networking. The company operates from 30 offices in 17 European countries and represents major semiconductor franchises on a pan-European basis. Its many major supplier partners include Cirrus Logic, Lattice, Marvell, NEC, and Silicon Laboratories. The company's Web site is located at [www.avnet-memec.eu](http://www.avnet-memec.eu)

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