

## PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

### Wi2Wi Engages Avnet Memec as its Pan-European distributor

**Poing, April 8<sup>th</sup>, 2009** –Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, announced today that it has signed a pan-European distribution agreement with Wi2Wi Inc. Under the terms of this agreement, Avnet Memec will distribute Wi2Wi's complete line of GPS modules, and WiFi plus WiFi/BT System-in-package products across EMEA. This agreement builds upon [the global relationship announced](#) in July 2008.

Wi2Wi creates innovative, cutting edge wireless module and system-in-package products that dramatically reduce time-to-market for wireless systems designers and simplify the integration of multiple radios into one product. Current products include both single and multifunction, small form factor solutions for 802.11 b/g WiFi, Bluetooth, and GPS radio technologies.

"We are very proud that Wi2Wi has extended the distribution agreement to cover all European countries. It is a reward for our activities over the last months and also highlights Wi2Wi's trust in our expertise in the field of marketing and selling wireless technology across EMEA. Wi2Wi's Wireless products fit well into our technology strategy, and our model is well aligned to Wi2Wi's expectations. We are excited to work with Wi2Wi in bringing these leading edge products to customers throughout EMEA," stated **Steve Haynes, president of Avnet Memec**.

According to **Reza Ahy, CEO of Wi2Wi Inc**, "We are positive that this alliance will dramatically increase our market presence and exposure. Avnet Memec will help Wi2Wi to further strengthen our position in embedded wireless technology targeting some of the most dynamic wireless markets in EMEA. With its excellent know-how concerning wireless communications markets and its extensive team of technical sales and field application engineers, Avnet Memec is well suited to serve customers with Wi2Wi technology across Europe, Middle East & Africa."

#### **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 business unit operates out of 31 offices in 19 European countries and represents major semiconductor franchises on a pan-European basis. [www.avnet-memec.eu](http://www.avnet-memec.eu)

**About Wi2Wi**

Wi2Wi Inc. is a premier supplier of 802.11, Bluetooth, GPS, and combination wireless solutions and supplies Module and System-in-Package wireless products to a wide variety of handheld, industrial, consumer, and peripheral OEMs.

Headquartered in San Jose, California, Wi2Wi is committed to providing cost effective, high quality solutions for the wireless communications market by leveraging its patent-pending wireless integration technology along with industry leading silicon and supply chain partnerships. For more information, please visit [www.wi2wi.com](http://www.wi2wi.com)

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