

## PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

### **Avnet Memec reaches exclusive distribution agreement with Silicon Laboratories in the Nordics**

**Poing, 9<sup>th</sup> June 2009** - Avnet Memec, the highly specialized semiconductor distributor of Avnet Electronics Marketing EMEA, is now exclusively distributing the product range of Silicon Laboratories in Sweden, Finland, Denmark and Norway. As a result of the recent changes within the Silicon Labs distribution network for the Nordics, we are delighted to announce that Avnet Memec is the main pan-European distributor for the whole Silicon Labs product portfolio.

Silicon Laboratories' portfolio covers application specific and general purpose products and includes high-performance, mixed-signal 8-bit microcontrollers, digital isolators, EZRadioPRO™ RX/TX/TRX short range wireless solutions, broadcast audio and video solutions, ISModem® embedded modems, ProSLIC® subscriber line interface circuits, silicon direct access arrangements (DAAs) as well as clocks and oscillators. These patented solutions serve a broad set of markets and applications including consumer, communications, computing, industrial and automotive.

"Silicon Labs selected Avnet Memec based on its proven performance, competence and commitment. We are looking back on a successful history together and we want to continue and intensify this partnership to further strengthen our market position in the Nordics. We believe that Avnet Memec is the right partner for us to achieve this goal", stated **Vaughan Price, Regional Vice President of Sales at Silicon Laboratories**.

"We are very delighted about this exclusive co-operation with Silicon Labs in the Nordics. It shows Silicon Labs' trust in Avnet Memec's expertise and performance in marketing and selling their products. The products are a perfect fit for our product strategy and we are committed to further strengthen and support Silicon Labs' position in the market", said **Jan Malmgren Nordic Sales Director at 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 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)

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