

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Avnet Memec and Bluegiga extend partnership to Europe

Poing, 2nd June, 2009 - Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, announced today the extension of its distribution agreement with Bluegiga Technologies, a leading global provider of Bluetooth-based Access Solutions and Bluetooth OEM modules. With immediate effect, Avnet Memec is distributing Bluegiga's products to European countries. Avnet Memec has been distributing Bluegiga's product portfolio in Germany since 2003.

The extension of the franchise will enable Avnet Memec to offer its customers in European countries an even wider range of wireless products. This promises to open up new customer potential for Avnet Memec in these markets.

"The extension of the existing distribution agreement with Bluegiga has shown the trust and belief in our expertise in the fields of technical marketing, product design-in and respected sales support across Europe. But more important it will strengthen our product portfolio across Europe, especially with wireless products. We are now able to offer all customers across Europe the world's best Bluetooth solutions which was very important for us, since the wireless market is a very important one for us and we are expecting that this market will be even more important in the future," said **Jon Ellis, vice president Technical Marketing at Avnet Memec**.

Tom Nordman, vice president Sales & Marketing Bluegiga added, "Avnet Memec has proven its Wireless and Bluetooth knowledge over the last years. With choosing Avnet Memec as pan-European distributor for our OEM product portfolio we will be able to better serve the needs from our customers. With Avnet Memec's extensive team of technical sales and field application engineers across Europe we will significantly improve our market reach in Europe."

About Bluegiga Technologies Inc.

Bluegiga Technologies Inc. is the world's leading provider of *Bluetooth*-based Access Solutions and *Bluetooth* OEM modules. The company was founded in 2000 in Finland and has a sales office in Boston, MA, USA. Bluegiga has an extensive network of qualified distributors and value-added resellers in more than 60 countries. For additional information, please visit www.bluegiga.com

About Bluetooth Wireless Technology

Bluetooth wireless technology is the global short-range of wireless standards for personal connectivity from a wide range of electronic devices. The technology is now available in its fourth version of the core specification and continues to develop, building on its inherent strengths -a small-form factor radio, low power, low costs, built-in security, strength, accessibility, and ad hoc networking abilities. The installed *Bluetooth* devices were over one billion products at the end of 2006, making it the only well-known choice for developers, product manufacturers, and consumers worldwide.

**About Avnet Memec**

Avnet Memec, a business unit of Avnet Electronics Marketing EMEA, is a highly specialized 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

Media Contact Avnet Memec

Tom Oelschlaeger – Communications Manager Avnet Memec
Im Technologiepark 2-8
85586 Poing
Phone: +49 (08121) 775 146
Fax: +49 (08121) 775 8 146
Email: tom.oelschlaeger@avnet-memec.eu