

## PRESS INFORMATION

### - FOR IMMEDIATE RELEASE -

#### **Avnet Memec and Sierra Wireless Extend Distribution Agreement**

Poing, January 7, 2010 - Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, announced today the extension of its distribution agreement with Sierra Wireless. The strategic partnership will be extended to the Nordic region enabling the company to distribute Sierra Wireless' embedded product portfolio in Denmark, Finland, Norway and Sweden. Avnet Memec is already franchising products of Sierra Wireless in Austria, France, Germany, Greece, Ireland, Italy, Switzerland, Turkey and the UK.

Sierra Wireless has the broadest solution offering in the wireless industry, serving a diversified set of segments in mobile computing and machine-to-machine, including automotive, smart grid, security and point of sale. The embedded wireless module portfolio includes 2G and 3G product in various form factors, with advanced functionality such as embedded SIM, application hosting, and remote monitoring and upgrade.

"We are very proud that Sierra Wireless has extended the distribution agreement with us to Denmark, Finland, Norway and Sweden," stated **Steve Haynes, president of Avnet Memec**. "It is not only a reward for our activities within our existing partnership but also shows the trust of Sierra Wireless in our expertise in the field of marketing and selling industrial wireless technology across Europe. Sierra Wireless products fit well into our technology strategy."

**Pierre Piver, vice president EMEA Embedded and OEM Sales at Sierra Wireless**, commented, "Avnet Memec will help Sierra Wireless to further strengthen our position in the Nordic market. 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 deliver Sierra Wireless technology to customers in the Nordics."

#### **About Sierra Wireless**

Sierra Wireless (NASDAQ: SWIR – TSX: SW) products connect people and machines to wireless networks around the world. We offer an advanced, comprehensive product line, addressing consumer, enterprise, original equipment manufacturer, and specialized vertical industry markets. We also offer a wide range of professional and operated services. Our solutions are used for mobile computing, transportation, industrial M2M (machine-to-machine), enterprise, residential and consumer communications applications. For more information about Sierra Wireless, visit [www.sierrawireless.com](http://www.sierrawireless.com).

#### **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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