



PR – January 2010 – Avnet EM EMEA

## **MAXIM Integrated Products expands franchise agreement with SILICA and Avnet Memec to include Ireland**

**Stevenage/Thame, January 5, 2010** – Avnet Electronics Marketing EMEA, a subsidiary of Avnet, Inc., (NYSE:AVT), announced today that it has extended its pan-European franchise agreement with Maxim Integrated Products, one of the world's leading manufacturers of analog components. The agreement is an extension of the existing relationship, which now allows both Avnet distributors, SILICA and Avnet Memec, to cover sales and support in the Republic of Ireland.

Gerard Braybrooke, regional vice president SILICA Northern Europe, commented: "In our existing relationship with Maxim we have gained a lot of technical and commercial experience with the franchise and its innovative technologies. Our field application team and sales force will ensure that customers in Ireland will benefit from this experience and the breadth of supply chain services we offer."

Steve Haynes, president Avnet Memec EMEA, commented: "We are very proud that Maxim has extended the distribution agreement with Avnet Memec to the Republic of Ireland. It is not only a reward for our proven performance, competence and commitment but also shows the trust of Maxim in our expertise in the field of marketing and selling their products across Europe."

Walter L. Sangalli, managing director Europe Sales & Applications at Maxim Integrated Products, said: "Both distributors represent an excellent partner for Maxim. SILICA and Avnet Memec will undoubtedly provide first class design-in support for our products, helping to develop our business in Ireland and ensuring that Maxim customers can exploit fully the advantages of our products."

The distribution agreement is effective immediately.

### **About Avnet Electronics Marketing EMEA**

Avnet Electronics Marketing is an operating group of Phoenix-based Avnet, Inc. that serves electronic original equipment manufacturers (EOEMs) and electronic manufacturing services (EMS) providers in more than 70 countries, distributing electronic components from leading manufacturers and providing associated design-chain and supply-chain services. The group's Web site is located at [www.em.avnet.com](http://www.em.avnet.com). Avnet, Inc. (NYSE:AVT), a *Fortune* 500 company, is one of the largest distributors of electronic components, computer products and embedded technology in the world. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers and providing cost-effective, value-added services and solutions. For the fiscal year ended June 27, 2009, Avnet generated revenue of \$16.23 billion. For more information, visit [www.avnet.com](http://www.avnet.com).



### **About Silica**

Silica, an Avnet, Inc. (NYSE:AVT) company, is one of the leading semiconductor distributors in Europe. Silica accelerates its customers' success by connecting 25 technology suppliers with a broad base of more than 15,000 customers and providing in-depth design support and cost-effective, value-added services and solutions. For more information, visit [www.silica.com](http://www.silica.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)

### **About Maxim Integrated Products**

Maxim Integrated Products is a publicly traded company that designs, manufactures, and sells high-performance semiconductor products. The Company was founded over 25 years ago with the mission to deliver innovative analog and mixed signal engineering solutions that add value to its customers' products. To date, it has developed over 6100 products serving the industrial, communications, consumer, and computing markets.

Maxim reported revenue in excess of \$1.6 billion for fiscal 2009. A Fortune 1000 company, Maxim is included in the Nasdaq-100®, the Russell 1000®, and the MSCI® USA indices. For more information, go to [www.maxim-ic.com](http://www.maxim-ic.com).

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