

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Avnet Memec receives European Distribution Award from Actel

Poing, 15th March 2010 – Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, has been honoured by Actel as “European Distributor of the Year”. The award was presented to Georg Hanak, Actel Business Development Manager at Avnet Memec, for outstanding performance at the annual Actel Sales Conference in San Francisco. Hanak has been Avnet Memec’s Business Development Manager for Actel since 2008 and was able to generate 60% revenue growth within the line compared to 2009. Avnet Memec has the sales franchise for Actel products in Germany, France and the UK.



Jay Legenhausen & Georg Hanak

“Avnet Memec continues to deliver consistent value to our customers and trading partners,” says Steve Haynes, President Avnet Memec. “This award shows that Actel recognises our commitment and expertise in this market. We are looking forward to continuing and expanding this successful cooperation.”

“Through its outstanding performance, know-how and engagement Avnet Memec contributed to our business success. We are very pleased to present the European Distributor of the Year award to Avnet Memec and to honour Georg Hanak and his team for their performance in 2009,” adds Jay Legenhausen Senior Vice President, Worldwide Sales Actel.

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 company operates from 31 offices in 19 European countries and represents major semiconductor franchises on a pan-European basis. Its many major supplier partners include Cirrus Logic, Lattice, Marvell, NEC, and Silicon Laboratories. The company’s Web site is located at www.avnet-memec.eu

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