

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

SILICA and Impinj sign Pan-European Buy-Sell Agreement

Poing, March 9th, 2009 -- Semiconductor distribution specialist SILICA, an Avnet Company (NYSE:AVT), and Impinj, Inc., a leading UHF Gen 2 radio frequency identification (RFID) technology solutions provider, announced today that they have signed a pan-European buy-sell contract effective immediately. The agreement enables SILICA to offer Indy™ UHF Gen 2 reader chips from Impinj on a Pan-European level.



“The RFID market is growing significantly and the industrial market is increasingly looking for RFID solutions. With Impinj we have added fantastic products to our RFID portfolio enabling us to offer our customers an even wider range of RFID solutions,” says **Alessandro Viganò, RFID marketing manager at SILICA.**

“We are delighted to establish this relationship with SILICA. Their extensive customer base allows us to expand our reach to potential customers who will benefit from Impinj’s RFID technology and SILICA’s in-depth technical and commercial support,” adds **Steve Voit, executive vice president, Sales and Marketing at Impinj.**

Indy™ Reader Chip Information

Based on award-winning technology acquired from Intel Corporation, the highly-integrated Indy R1000 reader chip and supporting software deliver the building blocks for a full range of UHF Gen 2 RFID readers, from short-range embedded modules to long-range dock door readers. The Indy R1000 incorporates the complete transmit, receive, demodulation and baseband functions of the UHF Gen 2 standard into a single chip; this high level of integration significantly reduces design complexity by integrating up to 90% of the components in a traditional discrete reader design. By reducing the complexity of UHF Gen 2 RFID reader designs, the Indy R1000 chip drives down the costs of design and manufacturing—enabling reliable readers at lower price points.

About Impinj

Impinj[®], Inc. is the world's leading technical innovator in developing UHF Gen 2 RFID solutions for both item-level and supply-chain tagging. Impinj draws on its technical expertise and industry partnerships to deliver a wide range of products and solutions, comprising high-performance tag chips, readers, reader chips, software, antennas and systems integration. Impinj's products provide unprecedented performance, integration, and cost effectiveness to a global customer base in applications across numerous vertical markets, including inventory management, asset tracking, authentication, and serialization. For more information, visit <http://www.impinj.com>.

About SILICA

SILICA, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. SILICA operates 37 branch offices throughout Europe and provides customers with a broad portfolio of semiconductor products from 24 leading vendors along with in-depth technical support and the full set of logistics and value added services. The company's Web site is located at www.silica.com.

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