

## **SILICA is NXP's Number One for Microcontroller in Europe**

### **Core 'n More MCU support drives award as 'Best Distribution Partner for NXP Microcontrollers' in 2010 and 2011**

**Poing, 8 December 2011** - SILICA, a leading semiconductor distributor in Europe and Avnet (NYSE: AVT) company, has received the ultimate accolade from one of its key suppliers. NXP Semiconductors awarded SILICA as “Best Distribution Partner for Microcontrollers in 2010 and 2011” in recognition of exceptional performance, highest growth rates and project wins over the last two years. The award also reflects the success of SILICA’s Core ‘n More Microcontroller Program and its continued excellence in providing technical support to customers in Europe.

SILICA received the award from Pierre-Yves Lesaichere, NXP Senior vice president and general manager, BL Logic and Microcontrollers, during NXP’s annual Distribution Management Conference. Lesaichere commented, "Silica excelled in providing high value distribution, especially for our range of Cortex based microcontroller solutions, and in extending our reach through a wealth of technical support initiatives to customers. We are looking forward to building on our strong relationship and expanding our business in the years to come."

“This is a great achievement for Silica,” said Mario Orlandi, regional vice president, South Europe and vice president, marketing at Silica. “It is a reflection of the successful investment we have made with our Core ‘n More initiative which we launched a year ago. Core ‘n More builds on extended services including sales and engineering support for Microcontrollers from an network of factory trained and certified Field Applications Engineers,” stated Orlandi.

During the conference, SILICA was also named a member of NXP’s ‘Billionaires Club’ for its excellent sales support for General Application Discretes in 2010.

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## 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)

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### Photo:

Left: Mario Orlandi (SILICA RVP South Europe and VP Marketing)

Right: Pierre-Yves Lesaichere (NXP Senior VP & General Manager, BL Logic & Microcontrollers)

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