

# PRESS RELEASES

- FOR IMMEDIATE PUBLICATION -

## New Silica Organisation Wins First Supplier Award

**Breda - July 26, 2001** -- Silica, the new semiconductor specialist distributor launched by Avnet Electronics Marketing on July 1st 2001, has won its first supplier award. The Hitachi Tiny Design Win of the Year Award went to Silica's Breda-based Benelux operation.

Jos van Hartingsveldt, Managing Director of Silica for the Benelux region, received the award on behalf of his sales and application engineering teams from Armando Banon, European Distribution Manager of Hitachi, at the inaugural Silica Management Conference held at the beginning of July in Windsor, England.

The award recognises the largest Hitachi Tiny Design Win in Europe for the year ended 30th June 2001, which was achieved by Silica, with a major contract in the Netherlands to supply the Hitachi H8/3664 Tiny micro controller for a new remote metering system for household utilities.

Jos van Hartingsveldt commented on the award: "In our first week as the newly created Silica organisation, we were all delighted to be celebrating such a major success. We won the award as a result of the specialised know-how and design expertise we exhibited as Avnet Electronics Marketing. And now, as Silica, we have the opportunity to combine this with greater speed, flexibility and efficiency."

Armando Banon said: "This award recognises a very significant design win for the Hitachi Tiny Series and I was delighted to be able to acknowledge that and make the formal presentation at such a significant event for the Silica organisation."

Silica, a division of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor, predominantly headquartered in Paris, France. As a true pan-European distributor, Silica has sales and marketing offices throughout Europe and provides a broad portfolio of semiconductor products and solutions from world leading suppliers to all market segments in the electronics industry. Silica's logistical fulfilment and product modification services are managed by quality-leading Avnet Logistics. Avnet Electronics Marketing EMEA, a subsidiary of Avnet, Inc., is one of the largest electronics components marketing organisations in Europe, operating with independent specialist distributors - called the 'Speedboats' - in the European semiconductor and IP&E technology marketplace. For more information about Avnet, please visit [www.avnet.com](http://www.avnet.com).

Hitachi, Ltd., headquartered in Tokyo, Japan, is one of the world's leading global electronics companies, with fiscal 2000 (ended March 31,2001) consolidated sales of 8,417 billion yen (\$ 67.9 billion\*). The company manufactures and markets a wide range of products, including computers, semiconductors, consumer products and power and industrial equipment. For more information on Hitachi, Ltd., please visit Hitachi's Web site at <http://global.hitachi.com>.

\* At an exchange rate of 124 yen to the dollar.

The Electronic Components Group (ECG) of Hitachi Europe Ltd., has operations throughout Europe, providing sales, marketing, technical support, and research and development for key components in the fields of smart cards, communications, automotive, displays and system LSI. Products include the SuperH? RISC microprocessors, the H8 microcontroller family, smart card controllers, TFT displays, memories (Flash, SRAM), transistors and diodes, and network products. For more information, please visit the Web site of Hitachi Europe's Electronic Components Group at <http://www.hitachi-eu.com/semiconductors/>.

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