

# PRESS RELEASES

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## Silica Appointed Distributor for Analog Devices in the Benelux

**Breda - January 3rd, 2002** - Silica, the specialist semiconductor distribution arm of Avnet Electronics Marketing (EM) EMEA (Europe, Middle-East, Africa), has been appointed to distribute the complete range of Analog Devices' products in the Benelux region.

The agreement means that Silica can now offer almost pan-European distribution of the Analog Devices range since it already holds the franchise in Austria, France, Germany, Ireland, Italy, Portugal, Spain and United Kingdom.

Jos van Hartingsveldt, Managing Director of Silica for the Benelux region, commented: "We are delighted that our customers in Belgium and the Netherlands will now have access to Analog Devices' market leading range of standard and high end analogue products, DSP and telecom products.

"Our aim is to grow the line in the Benelux region as Silica has already done throughout Europe, with a combination of ongoing opportunity tracking and exceptional design support."

In order to support its distribution and demand creation activities, Silica has appointed two specialised Field Application Engineers (FAE). Both have been fully trained and certified by Analog Devices - one to design and develop application solutions for analogue products and one to develop solutions for DSPs including the new low cost 160MIPS 16-bit devices, - the ADSP-2195 and ADSP-2196.

Claire-Marie Genin, Director Distribution Europe at Analog Devices, said: "We are very pleased that Silica now also distributes our products throughout the Benelux region. The company has demonstrated its strengths in terms of demand creation and engineering services throughout other parts of Europe and I am confident our customers in the Benelux will now benefit from the same level of service."

Silica, a division of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor. Silica has sales & 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. The company's Web site is located at [www.silica.com](http://www.silica.com)

Avnet EM is the largest operating group of Phoenix-based Avnet Inc. (NYSE:AVT), a Fortune 500 company with fiscal year 2001 sales of \$ 12.8 billion (year ended June30, 2001). The world's largest distributors of semiconductors, interconnect, passive and electromechanical components from the leading manufacturers, Avnet EM markets, inventories and adds value to these products and provides world-class supply-chain management and engineering design services. Avnet EM serves customers in 63 countries.

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