

PRESS RELEASES

- FOR IMMEDIATE PUBLICATION -

Silica Appoints New Vice President Technical Marketing



Munich 8th July, 2003 -- Semiconductor specialist distributor Silica has appointed 17-year industry veteran, Tesfay Embaye, to head up its European technical marketing function based in Munich. As Vice President, Technical Marketing, Embaye, who has been with Silica's parent company Avnet since 1986, reports directly to Miguel Fernandez, President of Silica.

"This very demanding role focuses on driving Silica's demand creation activities across Europe and ensuring our local engineering teams provide best-in-class technical support for our customers," said Fernandez. "With proven expertise in this area and a wealth of technical and marketing experience, Tesfay is an excellent choice for this role."

Embaye most recently held the position of Vice President, Avnet Design Services, Europe, where he successfully built up Avnet's ASIC, FPGA and System Design Engineering Services in Europe. Prior to this, he held various technical and marketing senior management positions within Avnet. He began his career at Avnet as a field applications engineer responsible for programmable logic and 32-bit microprocessors.

Embaye commented: "I am delighted to be taking on this new challenge! Silica has already established an exceptionally strong technical offering in the European market place, with its local teams of more than 60 technology and application specialists who help customers react quickly to the changing market for competitive gain. When it comes to design-in and demand creation, Silica has proven itself to be the best partner, both for our customers and our suppliers."

Silica, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor 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. The company's Web site is located at www.silica.com.

Serving customers in 68 countries, Avnet Electronics Marketing is the largest operating group of Phoenix, Ariz.-based Avnet, Inc. (NYSE:AVT). Avnet Electronics Marketing markets, inventories and adds value to electronic components and provides world-class supply-chain management and engineering design services. Avnet, with fiscal year 2002 sales of \$ 8.9 billion (year ended June 28, 2002), is the world's largest distributor of semiconductors, interconnect, passive and electromechanical components, embedded subsystems and enterprise computing products from leading manufacturers.

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