

PRESS RELEASES

- FOR IMMEDIATE PUBLICATION -

Silica wins Infineon award

Infineon Technologies recognizes semiconductor specialist Silica for the highest level of percentage growth year on year for silicon discrete products

MUNICH, October 15 -- Semiconductor distributor Silica, an Avnet Company, was recognized as one of Infineon's top distribution partners in Europe in particular for the company's pro-active market approach, innovative marketing, and highest year-on-year percentage growth for silicon discretes within Infineon's Platinum Club Program.

Since the beginning of their partnership in 2001, Silica and Infineon have steadily been strengthening and expanding their alliance in the major European markets. Silica, with its cross-trained technical specialists and sales teams, plays a critical role in driving demand and new business for Infineon products and in helping end customers to make the right decision for their design and which keep them ahead of the competition.

"Silica is a valued business partner and one of our fastest growing European distributors," said Christian Will, European Account Manager for Silica at Infineon. "Our partnership is built on collaboration and an in-depth understanding of each other's business objectives - together we've achieved excellent results in growing our business within the channel."

Miguel Fernandez, Silica president, adds: "We're pleased to receive this award and eager to continue working at this level of excellence both for Infineon and our customers."

About Silica

Silica, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), 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.

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