

## PRESS INFORMATION

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# SILICA Wins International Rectifiers' Distributor of the Year Award

**Power Management Technology Leader honors SILICA with the European Award for Growth and outstanding results in Demand Creation**

*Munich – 20th June, 2007* -- Semiconductor Distribution specialist SILICA, an Avnet (NYSE:AVT) company, has achieved the top distributor status with International Rectifier and won the European Distribution Award for being the clear leader in various dimensions within International Rectifier's award criteria scorecard, amongst them the highest number of new design opportunities.

"While International Rectifier experienced strong performance throughout its distribution network, SILICA was notably the distributor, providing excellent POS growth and the highest number of design opportunities to our business in Europe," said Berthold Duecker, Vice President, European Sales for International Rectifier. "They have displayed tremendous commitment to delivering value to their customers and to helping International Rectifier build its business. Silica has achieved a great deal in the past year and thoroughly deserves this recognition of its efforts."

International Rectifier developed the awards program to recognize distributors that have contributed most to its business during the year. Silica carries and creates demand for the complete range of IR's analog, digital, and mixed signal ICs, and other advanced power management products throughout Europe

"By maintaining intimate knowledge of International Rectifier's technology and how it can best be utilized within target applications, SILICA differentiates itself by helping customers design products around IR devices", says Miguel Fernandez, Silica President, during the award reception. "We are extremely honored to have received an award of this magnitude. It underscores the strength of our relationship with International Rectifier, and this translates into real benefits for our customers," he adds.

High-resolution photos can be downloaded at the [SILICA Online Press Center](#)



### **About SILICA**

SILICA, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. SILICA operates 37 branch offices throughout Europe and provides customers with a broad portfolio of semiconductor products from 23 leading vendors along with in-depth technical support and the full set of logistics and value added services. The company's Web site is located at [www.silica.com](http://www.silica.com).

### **About International Rectifier**

International Rectifier (NYSE:IRF) is a world leader in power management technology. IR's analog and mixed signal ICs, advanced circuit devices, integrated power systems and components enable high performance computing and reduce energy waste from motors, the world's single largest consumer of electricity. Leading manufacturers of computers, energy efficient appliances, lighting, automobiles, satellites, aircraft and defense systems rely on IR's power management benchmarks to power their next generation products. For more information, go to [www.irf.com](http://www.irf.com).

### **SILICA PR Contact**

Kerstin Kurth  
Director Communications  
Im Technologiepark 2-8  
D-85586 Poing  
Phone +49 (0)8121 77 7 340  
Fax +49 (0)8121 777 4340  
Email: [kerstin.kurth@avnet.com](mailto:kerstin.kurth@avnet.com)