



## OPTION AND AVNET EMBEDDED SIGN DISTRIBUTION AGREEMENT

**LEUVEN, Belgium – April 4, 2011** - Option ([Euronext Brussels: OPTI](#); [OTC: OPNVY](#)), the wireless technology company, today announced that it has signed an agreement covering 17 European countries with Avnet Embedded, an Avnet, Inc. ([NYSE: AVT](#)) company, for the distribution of its portfolio of embedded wireless products and the  $\mu$ CAN<sup>®</sup> connection management software. The distribution agreement is effective immediately.

Serving customers, such as developers of electronic devices, in an array of industries Avnet Embedded differentiates itself by offering expertise across a broad range of embedded solutions. As a value added distributor, the company has a specialist embedded wireless team that helps their customers select the right embedded solution for their needs, provide consulting and training services while providing local support wherever their customers design or manufacture their products.

Alastair Worth, Marketing Director Wireless & Networking at Avnet Embedded commented on this appointment: “There is a growing need for HSPA 3G products amongst our customers. Our new relationship with Option allows us to fully address this requirement adding its award winning full and half-size PCIe modules, LGA modules, boxed solutions and connection manager software suites to our comprehensive portfolio of connectivity solutions.”

Bernard Schaballie, [General Manager Embedded Solutions](#) at Option: “Avnet Embedded is a value add distributor with strong experience in embedded solutions, an excellent reputation and strong logistics. Signing-up Avnet Embedded is part of Option’s strategy to further broaden its sales channels for the company’s broadband wireless solutions. We are currently providing their experts’ team with intensive training on our embedded

wireless products so they can help their customers select the right solution, and are on-hand to provide technical assistance to get applications communicating wirelessly.”

## **MEDIA CONTACT**

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## **ABOUT OPTION**

Option, the wireless technology company, is a leading innovator in the design, development and manufacture of 3G HSUPA, HSDPA, UMTS, EDGE, and WLAN technology products for wireless connectivity solutions. Option has established an impressive reputation for creating exciting products that enhance the performance and functionality of wireless communications. Option is headquartered in Leuven, Belgium. The company also has Research & Development in Belgium (Leuven) and Germany (Augsburg) and an ISO 9001 production engineering and logistics facility in Ireland (Cork). Option maintains offices in Europe, US, Asia, Japan and Australia. For more information please visit [www.option.com](http://www.option.com).

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