



PRESS RELEASE

Avnet Memec, EBV Elektronik, SILICA and ARM® Launch Global Design Strategies for ARM® Systems Technical Seminars in EMEA

PONIG— February 17, 2011 – Avnet Electronics Marketing, a business group of Avnet, Inc. (NYSE: AVT), recently announced the launch of Design Strategies for ARM® Systems, a 26-city, global technical seminar series co-sponsored by [ARM](#). Design engineers will be given the exclusive opportunity to gain a better understanding of ways to harness this emerging mobile technology into current and future designs. These free, day-long seminars will take place in Europe in April-June 2011, hosted by Avnet EM EMEA's semiconductor specialists EBV Elektronik, SILICA, and Avnet Memec.

The rise in demand for higher integration, lower power and increased connectivity has placed ARM at the forefront of a technological paradigm shift; not only in the consumer market, but also branching off into other high-growth markets such as defense and medical. The technical sessions that will be featured at Design Strategies for ARM Systems seminars include multi-track training sessions led by world-class industry experts. Attendees will uncover new ways to integrate this sustainable, energy-efficient technology into their designs.

Attendees will also greatly benefit from learning how to leverage the many supporting technologies from Avnet's other Design Strategies for ARM Systems partners. Engineers will have access to partner exhibits from Atmel®, Cypress, Freescale Semiconductor, Marvell, National Semiconductor, STMicroelectronics, Texas Instruments and Xilinx. Design engineers will leave Design Strategies for ARM Systems equipped with the tools and practical knowledge they need to tackle existing and future design challenges and extend their product's life cycle.

"It is clear that design engineers are looking for ARM technology-based solutions, and by working with Avnet on these global technical seminars we can deliver the knowledge and expertise they require," said Gary Atkinson, director, embedded segment, ARM. "The events also allow ARM partners to showcase their solutions and provide in-depth training, enabling attendees to accelerate designs ahead of their competition. Avnet is uniquely placed to put on such a global event, applying their expertise and capabilities to service their broad customer base."

The EMEA seminar series will start on April 6th in Moscow (Russia) and will be hosted by EBV Elektronik. To address the needs of its customers, EBV Elektronik, together with its partners Atmel, Freescale, National Semiconductor, STMicroelectronics and Texas Instruments, is a unique, multi-manufacturer collaboration comprising an entire ecosystem of providers and will showcase the latest design solutions for ARM systems. The series of technical training courses will be represented by EBV Elektronik in four more cities in the UK, Italy, France and Germany.



With 8 out of the 17 planned workshops, SILICA will host most of the ARM seminars across Europe. The technical seminars will be one of the key initiatives to provide educational opportunities for customers within SILICA's recently launched "Core 'n More" Microcontroller programme. Partnering with Freescale, Texas Instruments, STMicroelectronics, Cypress, Microsoft and Xilinx, SILICA allows customers to explore new ways to integrate ARM's technology into their future designs.

The rapid diversification and proliferation of ARM technology is impacting designers of a wide array of products. As technology options increase, many designers are turning to channel partners for technical solution recommendations. Avnet Memec partners with Energy Micro, Marvell and MicroSemi in four specialized training courses demonstrating practical and real-world design solutions.

For complete information about Design Strategies for ARM Systems including full course descriptions, locations and registration information, please visit http://www.weboom.com/avnet2011/reg_europe.html.

About ARM

ARM designs the technology that is at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 32-bit RISC microprocessors, graphics processors, video engines, enabling software, cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies. Find out more about ARM at <http://www.arm.com/products/multimedia/>

About Avnet Electronics Marketing

Avnet Electronics Marketing is an operating group of Phoenix-based Avnet, Inc. that serves electronic original equipment manufacturers (EOEMs) and electronic manufacturing services (EMS) providers in more than 70 countries, distributing electronic components from leading manufacturers and providing associated design-chain and supply-chain services. The group's website is located at www.em.avnet.com.

About Avnet, Inc.

Avnet, Inc. (NYSE:AVT), a *Fortune* 500 company, is one of the largest distributors of electronic components, computer products and embedded technology serving customers in more than 70 countries worldwide. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers by providing cost-effective, value-added services and solutions. For the fiscal year ended July 3, 2010, Avnet generated revenue of \$19.16 billion. For more information, visit www.avnet.com.

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