

OSRAM Opto Semiconductors appointed Avnet Electronics Marketing as "Preferred Global Partner".

EBV Elektronik is representing this "Preferred Global Partnership" in EMEA

OSRAM Opto Semiconductors, one of the world's leading manufacturers of optoelectronic semiconductors, announced in February 2012 that Avnet Electronics Marketing, an operating group of Avnet, Inc. (NYSE: AVT), has been selected as OSRAM's "Preferred Global Partner." EBV Elektronik, a division of Avnet Electronics Marketing, is representing this Preferred Global Partnership between Avnet and OSRAM in EMEA.

The EBVLightSpeed team supports customers across EMEA in applications using LED technology. To get the best from LEDs, customers need the right partner with the appropriate expertise and the ideal product range. This is where EBV Elektronik excels. With more than 30 percent market share according to DMASS*, EBV Elektronik is easily the leading specialist for optoelectronics technology in EMEA semiconductor distribution and also the number one within the distribution network from OSRAM Opto Semiconductors.

The latest service from the EBVLightSpeed team, the EBVLightLab, allows customers now to perform photometric measurements and analyse their lighting projects. From using spectroradiometers and goniophotometers to thermal imagers, the complete spectrum of products from individual LEDs right up to the complete luminaires are covered in the EBVLightLab.

"Avnet Electronics Marketing was the logical choice as our Preferred Global Partner for many reasons," said Aldo Kamper, chief executive officer, OSRAM Opto Semiconductors. "Over the course of our long-standing relationship, Avnet's LED and lighting technical expertise, solutions-oriented design approach and the ability to leverage a broad range of LED-associated electronic, optical, thermal and interconnect components gives our mutual customers a proven time-to-market advantage. Furthermore Avnet's global coverage meets the needs of customers who require a global partner to execute their growth plans."

"The fact that EBV will represent the "Preferred Global Partnership" in EMEA between Avnet Electronics Marketing and OSRAM Opto Semiconductors will further reinforce the strong relationship and the success of the partnership between EBV and OSRAM," said Slobodan Puljarevic, president and chief executive officer of EBV Elektronik. "The combination of the EBVLightSpeed team and the state of art LED and

optoelectronics technology from OSRAM provides our customers access to the best technology and a comprehensive package of services all over EMEA. This support, including the recently announced EBV LightLab and the product and market know-how of the EBVLightSpeed team, can reduce time-to-market significantly and help our customers to become leaders in their industries," Puljarevic concludes.



Slobodan Puljarevic, President EBV Elektronik

About EBV Elektronik

EBV Elektronik, an Avnet (NYSE: AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 250 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 120 continuously trained Application Specialists offer extensive application know-how and design expertise. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 60 offices in 28 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit www.ebv.com.

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