

Press Release, May 25, 2010

## Avnet Embedded signs European distribution agreement with Wi-Fi and Bluetooth leader Roving Networks

*Agreement adds comprehensive portfolio of embedded modules and products for wireless connectivity*

**Poing, Germany, 25<sup>th</sup> May 2010** – [Avnet Embedded](#), an [Avnet, Inc.](#) (NYSE:AVT) company, today announced it has signed a Europe-wide agreement with Roving Networks, a leading manufacturer of ultra-low power Bluetooth and Wi-Fi modules, serial adaptors and custom wireless platforms.

The agreement adds a comprehensive range of Wi-Fi and Bluetooth solutions to the Avnet Embedded portfolio, including the popular RN-131G which is a complete TCP/IP solution in a compact surface mount package and the multitude of serial interfaces supporting RS232, RS422, RS485 in a range of surface mount, thru-hole and packaged configurations. Roving Network's robust software API eliminates the need for software drivers and simplifies development while providing, low power, high quality wireless connectivity at cost competitive prices.

"Avnet Embedded has an outstanding reputation for a proactive sales force and strong technical support organisation," explained Mike Conrad, CEO and President of Roving Networks. "This relationship significantly strengthens our presence throughout Europe."

Martin Brooks, vice president, Avnet Embedded, added: "Roving Wi-Fi devices allow Avnet Embedded to competitively address the Wi-Fi market with a fully featured TCP/IP enabled product, giving cost, power and size benefits over alternative solutions. With the range of packaging options, we really have something to address all requirements at very cost-effective price points."

Alastair Worth, marketing director Wireless, Avnet Embedded, added, "Roving serial adapters add wireless connectivity to any device. Whether it's simple point to point cable replacement or an internet enabled application, Roving Networks products give our customers an advanced connectivity option that is complementary to our existing portfolio."

### **About Roving Networks**

Founded in 2000 and based in the heart of Silicon Valley, Roving Networks has assembled some of the world's leading experts in embedded networking devices. Roving Networks focuses on Wi-Fi 802.11 b/g and Bluetooth wireless technologies. They products greatly reduce development times and remove the risk of designing, testing, manufacturing, and certifying wireless products. <http://www.rovingnetworks.com/>

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**About Avnet Embedded**

Avnet Embedded is a product business group within Avnet Electronics Marketing EMEA, an operating region of Avnet, Inc., (NYSE: AVT). Avnet Embedded was created to serve the industrial market with displays, embedded computing hardware, software, networking and wireless products. The group also provides customers with finished or customised products and training, system integration and ODM services through its European technical centres and partners. Avnet Embedded works with a range of leading product manufacturers and technical partners to provide the best product solution to meet its customers' specific requirements. Further information is available at [www.avnet-embedded.eu](http://www.avnet-embedded.eu).

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