



PRESS RELEASE

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Avnet Electronics Marketing Now Offering ProlificUSA USB and GPS Products in the Americas

PHOENIX – May 12, 2009 – [Avnet Electronics Marketing Americas](#), a business region of Avnet, Inc. (NYSE: AVT), and semiconductor provider ProlificUSA, have signed a distribution agreement. [ProlificUSA's](#) universal serial bus (USB) and global positioning system (GPS) products are now available from Avnet in the Americas.

ProlificUSA is a leading USB to serial chip solution provider offering low-cost, high-performance USB to serial bridge controllers. The convenient PL-2303 series is a single chip internal 64-bit USB that doubles processing speeds (over traditional 32-bit devices), while providing a versatile solution for connecting serial devices to any USB host. This product is ideal for use with digital cameras, modems, and integrated services digital network (ISDN) terminal adapters. Prolific's line of GPS baseband processors provide fast acquisition of satellite signals and the ability to track up to 16 satellites simultaneously – making them ideal for use in navigation, fleet management, asset tracking, locator, and timing reference applications.

“Avnet has built a reputation as a well-established global electronics distributor that provides deep local market knowledge and excellent demand creation and supply chain expertise,” said Jim Kenney, director of sales in the Americas for ProlificUSA. “We are delighted to partner with Avnet to make our products more readily available to customers throughout the Americas and provide the leading edge technologies they need for their USB and GPS applications.”

“Prolific's line of USB devices give designers the ability to easily migrate and port existing, or newly developed, COM-port based applications, and be instantly USB-ready on systems where actual COM ports don't exist,” said Alex Iuorio, senior vice president of supplier management for Avnet Electronics Marketing Americas. “Additionally, their unique postage stamp sized GPS engine provides data logging that designers can use as the basis for any GPS application. All of this adds up to the design flexibility and functionality engineers need to implement their applications in a quick and cost effective manner.”

For more information about Avnet and ProlificUSA products, please visit www.em.avnet.com/drc.

About ProlificUSA

ProlificUSA.com was created primarily to facilitate and target the distribution of the Prolific (Technology Inc.) product line to the electronics marketplace in the Americas.

One of our main functions is to provide our Distribution and OEM Partners in North, Central, and South America with marketing support and technical assistance, so as to better help these partners serve their customer's needs. Our seasoned and knowledgeable team is comprised of Sales Engineering Professionals and Certified Field Representatives, all of whom have a combined working experience totaling well over a century. Functioning in conjunction with parent company Tectona Electronics Inc., ProlificUSA.com is capable of providing guidance and expertise for all facets of the design-build process.

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 Web site is located at www.em.avnet.com. Avnet, Inc. (NYSE:AVT), a *Fortune* 500 company, is one of the largest distributors of electronic components, computer products and embedded technology in the world. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers and providing cost-effective, value-added services and solutions. For the fiscal year ended June 28, 2008, Avnet generated revenue of \$17.95 billion. For more information, visit www.avnet.com.

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