

Avnet Embedded.  
Support Around The Board™



Press Release - November 11, 2009

## Avnet Embedded Achieves Two Kontron Technology Awards

**Poing, Germany - 11 November 2009** – Kontron Technology presented two divisions of Avnet Embedded, an Avnet, Inc. (NYSE:AVT) company, with first and second place at its annual Sales Partner of the Year awards. Avnet Embedded's Trident Nordic division was named as Kontron Technology's Global Sales Partner of the Year for 2008, and Axess Technology, the Avnet Embedded subsidiary covering France, achieved second place in the same awards. Axess Technology won this award in 2006 and 2007.

According to Jens Wedenborg, Kontron Technology sales partner manager, "Our partnership with Trident Nordics has been extremely productive, even under the current challenging market conditions. I congratulate Tiitus Aho and his team on their success and thank them for their focus and good work on taking Kontron products to their customers." He continued, "We have long respected the Axess Technology value proposition and their focus on the French embedded market. This is the third year in a row that they have been presented with such an award – and this is the clearest possible evidence that their team has maintained its energy and focus during the company's change of ownership."

Responding, Martin Brooks, vice president, Avnet Embedded said, "Our relationships with our franchised suppliers are central to the Avnet Embedded business. These are significant awards from Kontron, one of the best known names in embedded computing and they reflect the value we continue to deliver to our customers. I congratulate the teams at Trident Nordic and Axess Technologies on their success with the Kontron line."

### About Kontron

Kontron designs and manufactures embedded and communications standards-based, rugged COTS and custom solutions for OEMs, systems integrators, and application providers in a variety of markets. Kontron engineering and manufacturing facilities, located throughout Europe, North America, and Asia-Pacific, work together with streamlined global sales and support services to help customers reduce their time-to-market and gain a competitive advantage. Kontron's diverse product portfolio includes: boards & mezzanines, Computer-on-Modules, HMI's & displays, systems & platforms, and rugged & custom capabilities. Kontron is a Premier member of the Intel® Embedded Alliance and has been a VDC Platinum Vendor for Embedded Computer Boards 5 years running. Kontron is listed on the German TecDAX stock exchange under the symbol "KBC". For more information, please visit: [www.kontron.com](http://www.kontron.com)

### 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

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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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