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Expanded service will broaden product offering to global customers...

ROCHESTER ELECTRONICS' NEW DESIGN AND TECHNOLOGY GROUP PROVIDES SEMICONDUCTOR RE-CREATION SERVICES TO WORLDWIDE MARKET

MUNICH, Germany – November 11, 2008 – Rochester Electronics, the world's most comprehensive and authorized source of discontinued semiconductors, has expanded its semiconductor re-creation services with the establishment of a new Design and Technology Group. Located in Rockville, Md., the D&T Group provides its design services worldwide through Rochester's global network. The Group will focus on reverse-engineering semiconductors that have been discontinued by the original manufacturer. While specializing in ASIC designs, the Group can also reverse-engineer products where original tooling and intellectual property are missing or unavailable, ensuring all customers, including those in Europe and Asia, genuine, quality parts that meet all performance expectations. Rochester Electronics' design engineers deconstruct and electrically analyze a part, then re-create it for a near-identical and well-matched existing foundry process. This expanded service centralizes Rochester's re-creation services while broadening its product offering to customers around the world.

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ROCHESTER EXPANDS SEMICONDUCTOR RE-CREATION SERVICES, P. 2

“The new Design and Technology Group was established in part due to a growing demand from both the domestic and international markets, particularly manufacturers, who are searching for effective semiconductor re-design programs that result in high quality, low cost, and efficiency,” said Curt Gerrish, Rochester founder and CEO. “The establishment of the Design and Technology Group expands Rochester’s capability to provide international customers with any part, at any time, with the proper research, authorizations, and certifications, guaranteeing the same performance as the original part.”

When devices are discontinued by the original manufacturer, customers who use them in critical systems or long-term programs need a support solution. Rochester’s solution provides a continuous, long-term source for these devices. Having authorization to stock finished product and licensed to re-create devices from the manufacturer’s IP or through device reverse-engineering, Rochester acquires all remaining manufacturer end-of-life (EOL) inventory, including finished devices, die, and selected intellectual property. The D&T Group’s semiconductor re-creation services and the resulting parts still retain the authorization and support of the original semiconductor manufacturer.

The re-design service costs only a fraction of the cost for an original equipment manufacturer (OEM) to replace the obsolescent device by working with the original semiconductor manufacturer, who may no longer have access to the intellectual property and is unlikely to invest considerable engineering time and talent to meet the intermittent demand for EOL products.

The Design and Technology Group also furthers Rochester’s commitment to acting as a long-term reliable source for trusted, traceable devices. In addition to cost and time savings, by doing business with Rochester, customers avoid counterfeit parts.

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ROCHESTER EXPANDS SEMICONDUCTOR RE-CREATION SERVICES, P. 3

Counterfeit devices are affecting manufacturers around the world and can significantly damage reputations and market share, such that the Semiconductor Industry Association, the EU, the United States government, and custom officials in countries around the globe have implemented initiatives to curb counterfeits. By turning to Rochester Electronics' extensive parts inventory and re-design services, customers can continue production planning without concern for line shutdown or dwindling supply of certified parts. More importantly, they avoid the risk of turning to unauthorized suppliers who provide questionable product, the use of which may result in production delays, system failure or brand destruction.

About Rochester Electronics, LLC

Rochester Electronics, LLC, is the world's most comprehensive source and solution for discontinued semiconductors. Authorized by over 40 leading semiconductor manufacturers, Rochester purchases all remaining finished devices, wafer/die and available intellectual property. All products are 100% manufacturer traceable and certified. Rochester's product offering includes more than five billion finished devices, ten billion die and over 20,000 Rochester continuing manufacturing device types. Rochester is privately held and worldwide corporate headquarters are located at 16 Malcolm Hoyt Drive, Newburyport, MA 01950 USA. Sales offices are also located throughout the U.S, Europe and Asia. Phone 978-462-9332, Email: sales@rocelec.com, Web site: www.rocelec.com.

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