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For further information, please contact:
George Karalias
Director of Marketing and Communications
gkaralias@rocelec.com
Tel: 978-462-9332 x3312

Patricia Staino
BtB Marketing Communications
patricia@btbmarketing.com
Tel: 919-872-8172

Site serves semiconductor industry with full support of SIA....

ROCHESTER ELECTRONICS LAUNCHES SOURCE DIRECTORY WEB SITE TO COMBAT COUNTERFEIT PARTS

MUNICH, Germany – November 11, 2008 – Rochester Electronics, the world's most comprehensive and authorized source of discontinued semiconductors, has launched a source directory web site of authorized distributors to help ensure that customers are buying fully-traceable and manufacturer-certified parts. The site, www.ElectronicsASD.com, has been created through the endorsement and efforts of the Semiconductor Industry Association's Anti-Counterfeit Task Force, to help combat the growing problem of counterfeit components entering the supply chain. The Electronics Authorized Source Directory (EASD) is part of a larger campaign by SIA that involves working with customs authorities to seize counterfeits at the borders and encouraging the authentication of legitimate products and distributors.

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“Counterfeiting is a serious and growing problem in the worldwide electronics industry,” said SIA President, George Scalise. “The recent seizure of more than 360,000 counterfeit integrated circuits and computer network components in a joint effort by United States and European customs agents is evidence of the growth of international traffic in illicit electronic components. Counterfeit products pose a significant risk to consumers as well as to the manufacturers of semiconductors and electronic products.”

Earlier this year, with the support of the SIA, Rochester published *The 2008 Official Manufacturers' Distributor Authorization Reference Manual*, a hard-copy version of the directory, as a central repository for information on authorized distributors for purchasers of components. The web site is an advancement in serving customers by allowing continuously updated information to be available.

“Our mission at Rochester has always focused on providing quality, authorized end-of-life parts to our customers,” said Curt Gerrish, Rochester founder and CEO. “Counterfeit, substandard, out-of-date, and damaged parts are entering the supply chain through many brokers and unauthorized, independent distributors. This results in significant liability, lost profit, missed production schedules, field failures, and loss of credibility for manufacturers. Rochester Electronics and the other manufacturers and distributors listed on the ElectronicsASD site are affordable, no-risk alternatives for customers looking for sources of genuine, non-counterfeit, and traceable devices.”

The ElectronicsASD web site is the next step in Rochester's dedicated efforts to combat counterfeit parts in the industry. An authorized manufacturer and distributor, Rochester Electronics provides continuing customer support for discontinued products. By acquiring all remaining original manufacturer inventory, including finished devices, die, and selected intellectual property, Rochester ensures its customers can obtain any part, at any time, with the proper authorizations and certifications, guaranteeing the same performance and specifications as the original part, and thus avoiding the dangers of counterfeit and sub-standard components.

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For a copy of the printed reference manual, e-mail your request to authorizedguide@rocelec.com. The site, www.electronicasd.com, links from www.sia-online.org, www.rocelec.com and other participating manufacturers.

About the SIA

The SIA is the leading voice for the semiconductor industry and has represented U.S. semiconductor companies since 1977. Collectively, the chip industry employs a domestic workforce of 225,000 people. More information about the SIA can be found at www.sia-online.org.

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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