



❖ Electronics Marketing News

July 22, 2009 - Avnet Electronics Marketing and House of Batteries Sign Americas Distribution Agreement

PHOENIX -- Avnet Electronics Marketing Americas, a business region of Avnet, Inc. (NYSE: AVT), and custom battery pack assembler House of Batteries have signed an Americas distribution agreement. Avnet now offers customers in the electronics industry a full range of battery solutions from simple off-the-shelf batteries to complex custom assemblies from more than 25 manufacturers.

Avnet and House of Batteries offer all common battery chemistries and provide custom design assistance to help customers develop complete solutions to meet their needs. Batteries and battery pack assemblies conform to strict quality standards required by designers for use in medical instrumentation, test equipment, military/aerospace applications and telecommunications applications.

"As a provider of innovative designs, quality products and custom battery assemblies, House of Batteries has been working with all of the battery chemistries and major battery manufacturers in the market for more than 40 years," said Jeff Ittel, senior vice president of business development and marketing for Avnet Electronics Marketing Americas. "As a result of this agreement, Avnet's customers now have immediate access to this extensive array of products and complex assemblies for use in today's design applications."

"We are extremely excited to be partnering with Avnet," said Don West, president of House of Batteries. "House of Batteries has been providing battery and energy solutions since 1965. Our battery expertise, combined with Avnet's customer reach makes this partnership a natural fit."

"Adding House of Batteries to Avnet's component offering complements our full solutions approach," said Alex Iuorio, senior vice president of supplier management for Avnet Electronics Marketing Americas. "Together Avnet and House of Batteries offer customers the benefit of products and services that will accelerate their design and time to market."

For more information about Avnet and House of Batteries products, please visit www.em.avnet.com/hob.

About House of Batteries

House of Batteries, Energy solutions and custom battery assemblies since 1965. We are a Master Distributor and custom battery pack assembler for every major battery manufacturer, in every battery chemistry, for every electronic application. ISO certified, ITAR register, a certified Woman Owned company, and stocking over 2 million batteries with assembly facilities in the US & Mexico. For more information, visit www.houseofbatteries.com.

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.

About Avnet

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.

Contacts

Avnet Electronics Marketing
Jody LaRoque, Public Relations, 480-643-2547
jody.laroque@avnet.com
or
House of Batteries