

# Power Integrations and Avnet Electronics Marketing Team Up in the U.S. to Support Market Growth in High-Efficiency Power Applications

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Duo Delivers Comprehensive Design and Support for Efficient LED Lighting and Smart-Grid Innovators  
PHOENIX, Ariz. & SAN JOSE, Calif., Apr 27, 2010 (BUSINESS WIRE) -- Power Integrations (Nasdaq:**POWI**), the leader in high-voltage integrated circuits for energy-efficient power conversion, and **Avnet Electronics Marketing Americas**, a business region of Avnet, Inc. (NYSE:AVT), today announced the addition of the United States to their existing Pan-European/Asia-Pacific distribution agreement. The expanded agreement allows Avnet and Power Integrations to provide design and sales support to customers around the world.

Comments Bruce Renouard, vice president of worldwide sales at Power Integrations: "With locations in the major technology centers across the world, Avnet delivers the local support our customers need for their challenging new designs." Renouard adds: "Markets such as LED lighting, advanced metering, and other smart-grid applications are growing rapidly, leading to a broad spectrum of opportunities. This partnership allows us to offer cost-effective and highly efficient power supply solutions by matching PI's innovative power conversion ICs with other key components supplied by Avnet - microcontrollers and high-brightness LEDs, for example - enabling our customers to quickly and efficiently get their products to market."

Alex Iuorio, senior vice president of supplier marketing for Avnet Electronics Marketing Americas, comments: "Power Integrations' broad range of reliable power-conversion ICs for energy-efficient power supplies, combined with Avnet's sales support and global reach, will ensure successful project outcomes for engineers developing the highly efficient power sub-systems required in today's applications. Now we can offer our customers not only quality energy-efficient products, but Power Integrations' extensive online library of reference designs, as well as their advanced power supply design tool, **PI Expert**(R)."

For more information or to purchase Power Integrations' products from Avnet Electronics Marketing, please visit <http://www.em.avnet.com/powerintegrations>.

## About Power Integrations

Power Integrations is the leading supplier of high-voltage integrated circuits used in energy-efficient power conversion. The company's innovative technology enables compact, energy-efficient power supplies in a wide range of electronic products, in AC-DC, DC-DC and LED lighting applications. Since its introduction in 1998, Power Integrations' EcoSmart(R) energy-efficiency technology has saved an estimated \$4.1 billion of standby energy waste and prevented millions of tons of CO2 emissions. The company's **Green Room** web site provides a wealth of information about "energy vampires" and the issue of standby energy waste, along with a comprehensive guide to energy-efficiency standards around the world. Reflecting the environmental benefits of EcoSmart technology, Power Integrations is included in clean-technology stock indices sponsored by the **Cleantech Group** (Amex:CTIUS) and **Clean Edge** (Nasdaq:CELS). For more information, please visit [www.powerint.com](http://www.powerint.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](http://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 27, 2009, Avnet generated revenue of \$16.23 billion. For more information, visit [www.avnet.com](http://www.avnet.com).

SOURCE: Power Integrations

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