



FOR IMMEDIATE RELEASE

**Component Distributors, Inc. Announces Distribution Agreement with Jennic Ltd.**

DENVER, Colorado (August 18, 2009) – Component Distributors, Inc. (CDI) signed an agreement with Jennic Ltd. to distribute its full line of wireless microcontroller products in North America.

CDI's CEO, John Williamme IV says, "The integration of microcontroller and radio differentiates Jennic from the others in the field. It is ideal for an emerging customer base needing mesh network wireless control, as in lighting and home automation."

Jennic's products will be available directly from CDI's sales force as well as from its fulfillment Web site. CDI application engineers will also help customers design in products with the help of Jennic's design resources like its evaluation and development boards.

Jennic's founder and CEO, Jim Lindop, commented, "CDI is the perfect partner for Jennic because of their design support focus with OEM customers in our key markets - Smart Energy, Wireless Sensing, Lighting Control and Home Automation. This, combined with their world class customer support and logistics, makes them a very valuable partner.

**ABOUT COMPONENT DISTRIBUTORS, INC.**

Component Distributors, Inc. (CDI) [www.cdiweb.com](http://www.cdiweb.com) – a high tech electronics distributor based out of Denver, Colorado, was founded in 1970 and is an employee owned enterprise. They have 14 sales offices across North America, Canada and Mexico. CDI stocks products from major electronic manufacturers focusing on power solutions, RF and microwave, and sensing solutions.

**ABOUT JENNIC, LTD.**

Jennic is a fabless semiconductor company leading the wireless connectivity revolution by providing wireless microcontrollers for a broad range of applications in the energy, environment, asset tracking and consumer markets. The company's products include state-of-the-art low power wireless microcontrollers, modules, development platforms, protocol and application software, with a focus on IEEE802.15.4, ZigBee and 6LoWPAN standards. Headquartered in Sheffield, UK, Jennic provides first-class sales and support worldwide. For more information, visit [www.jennic.com](http://www.jennic.com).

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