

AMERICA II ELECTRONICS

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For immediate release

**America II Electronics Taps International Franchise Veterans
to Head Overseas Expansion**

St. Petersburg, Fla. January 3, 2000 - Andy Groom and Gill Tory, veterans of the international franchised distribution channel, have been appointed as executives in charge of America II Electronics' international expansion. Groom will perform as managing director of America II Europe while Tory will serve as America II Europe's sales and marketing director.

Experience in sales and sales management, combined with executive involvement in semiconductors and passive components, gives Andy Groom over 25 years in the industry. His career achievements include establishing the third company of the Access Group, a high-tech, design-led distributor, and serving as managing director for Avnet UK. Gill Tory's industry tenure spans nearly 20 years and covers distribution and field sales, product marketing management, and internal sales management for National Semiconductor and Avnet UK.

Under Groom and Tory's direction, America II Electronics aims to launch America II Europe into what Groom sees as "unique ground" between brokers and franchises in the international marketplace.

America II Electronics' European expansion follows the company's commitment to take its service beyond that of most traditional distributors - achieved in part by connecting customers with a global inventory and strategically positioning representatives and facilities to develop relationships with these customers in the field. The opening of a UK facility in the new year marks the official launch of the expansion.

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Established in 1989, America II Electronics celebrates a decade as one of the largest independent distributors of semiconductors and integrated circuits in North America. The company is the only independent distributor with both ISO 9002 certification and an EOS/ESD compliant warehouse. From its St. Petersburg, FL headquarters, an experienced team of sales, purchasing, and management professionals remain focused on quality and customer service, earning America II Electronics its distinction as an industry leader.