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For immediate release

America II defines service groups, promotes directors

St. Petersburg, Fla. November 6, 2001 – In an effort to enhance its service to the distributor and OEM segments of its customer base, America II Electronics, Inc. has divided its sales force into two distinct service groups. Veteran America II sales managers Michael Cruz and Rick Kauchak will respectively direct the company's distributor sales and OEM sales divisions.

On its most basic level, America II's change in customer approach was prompted by a belief that "the distribution channel demands a uniquely different service model from the OEM customers," according to Vice President of Sales and Marketing Chuck Magee. "In the distributor model, you consider three factors: time, place, and utility. No engineering or design-in effort is required. By establishing separate service groups, we are able to provide our OEM customers the extensive, synergistic approach they require as well as catering to the open market network, a core competency we feel truly distinguishes us," Magee said.

Jim Magee, America II president, expanded on this distinction, adding, "America II has long been viewed as a 'master distributor' within the independent marketplace because of our large inventory position, solid infrastructure, financial strength, ISO 9002-certified quality standards, and EOS/ESD compliance. In addition, as we've built our inventory to the largest in the U.S. among independent distributors, we've earned a reputation as a reliable source for procurement. We feel our unique independent channel service model is best-in-class and know that America II's grasp of the dynamics of this market, proven competencies, and reputation for integrity give us an edge to fill this niche effectively."

In establishing the two service groups, America II called on company veterans to direct the resulting divisions. Michael Cruz, who joined America II as a salesperson in 1991, will fill the role of director of distributor sales. Cruz was initially promoted to the position of sales manager in 1994 and has been focusing on the distributor model at America II since 1997, when he began growing a team of six employees into what is now one of America II's largest sales divisions.

Rick Kauchak, who started his career at America II as a salesperson in 1992, will fill the role of director of OEM sales. Kauchak was promoted to sales manager in 1995 and was instrumental in developing America II University, the company's signature training program,

since its inception in 1998. Now as director of OEM sales, Kauchak will oversee eight sales managers who lead the balance of America II's domestic sales force.

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Established in 1989, America II Electronics, Inc. ranks as one of the world's largest independent distributors of semiconductors and passive components. From its St. Petersburg, Florida headquarters, the distributor delivers commodity product as well as allocated, obsolete, and hard-to-find parts. America II's ISO 9002-certified, EOS/ESD compliant warehousing and logistics center equals 200,000 square feet with an additional 80,000-square foot facility designated for component inventory under construction. From these secured facilities, America II provides a full menu of value-added and inventory management services. Beginning in January 2000, America II physically extended its service and standards to customers across the globe by establishing America II Europe (Stevenage, UK), America II de México (Guadalajara, México), and America II Asia (Yokohama, Japan). In October 2001, America II was named a partner in Avnet's Premiere Market Exchange, an online suite of inventory trading groups, exchange services, and information aimed at providing customers with a variety of options for solving the challenges of excess inventory. Under the alliance, America II will power the exchange by coordinating all order processing, inventory management, ISO 9002-certified final inspection, and shipping.