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### **America II Electronics Answers Tantalum Demand**

St. Petersburg Fla. November 30, 1999 - Spot market buyers in search of in-demand tantalum capacitors may find what they're looking for at America II Electronics.

After detecting the initial signs of a tantalum shortage in August, and responding to forecasts of allocation to last through February, the company just completed its second significant buy of the capacitors.

The buy falls in line with America II's commitment to being *the* source for allocated, obsolete, and hard-to-find product. But, purchasing professionals for the company acknowledge that there is more to surviving a shortage than sourcing. By approaching the challenges of the market with the customer's needs in mind, America II aims to provide product as well as price. As America II Passive Specialist Jean Curda explains, "A lot of people in the marketplace are selling the capacitors for up to two and three dollars per piece. We're not doing that." Instead, buyers entering the America II spot market can expect to pay around 22 to 45 cents per cap - enough to cover costs due to the rising price of tantalum "without gouging prices for our customers," Curda adds. America II Electronics' tantalum sales have accounted for over 70% of the company's total capacitor sales in the last two months.

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, a seasoned team of sales, purchasing, and management professionals remain focused on quality and customer service, earning America II Electronics its distinction as an industry leader.

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