

Sullins Connector Solutions Further Broadens Distribution Network in Asia-Pacific Region

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A & A Technology, Dynamic Source and Mapro Electronics Now Stock and Distribute Sullins' Full Lines of Interconnect Products

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Announced today by Sullins Connector Solutions, a global leader in the design and manufacturing of RoHS-compliant board-level interconnects, is the addition of three stocking distributors in the Asia-Pacific Region. Under the terms of the new agreements, A & A Technology Corporation, Dynamic Source Singapore, and Mapro Electronics Technology have been collectively charged with strengthening Sullins' supply chain throughout Asia-Pacific including Taiwan, China, Singapore, Malaysia, Thailand, Vietnam, the Philippines, and India. The appointment of these organizations is in response to the accelerating demand for the Sullins and Micro Plastics brands of standard and custom cardedge, headers, bi-level and CompactPCI™ connectors throughout Asia-Pacific, and is another example of Sullins' on-going commitment to offer local support to this region.

These strategic distribution partners were selected based on their strong market presence within their respective territories, and proven demand creation ability. The distributors will stock and distribute parts for OEMs and ODMs involved in industrial, commercial, military and consumer electronics industries, and will receive 24/7 manufacturing, design, logistical and marketing support from Sullins' Taipei, Taiwan operating center. They will additionally maintain a large inventory of Sullins' high-temperature, high-cycle life devices engineered for employment in test and burn-in ovens, communication systems, process control, medical equipment, instrumentation, and automotive applications. Sullins' components engineered for these purposes comprise PCI Express® (PCIe) card edge connectors, fully shrouded box headers and mates, ruggedized double point card edge connectors, and double-row male card edge connectors. They are available in a range of terminations, contact center dimensions, contact finishes, number of contact positions and mounting styles, along with a selection of insulator/contact materials.

Wade Harb, Sullins CEO, said, "Our choice of A & A Technology Corporation, Dynamic Source, and Mapro Electronics Technology allows us to optimize support for customers in Asia-Pacific with complete supply chain solutions. This newest expansion into the region further underscores our commitment to provide local access to our extensive portfolio, and the highest level of custom design and manufacturing services. We welcome them to Sullins' global distribution network, and are eager to leverage these distributors' experience and market reach while continuing to invest in engineering and new product development."

"The local availability of Sullins' lines of interconnects is a great asset to our customers", commented Daniel Chang, product manager for A & A. "Taiwan and China markets for connectors are among the strongest and fastest growing in Asia-Pacific, and our customers require outstanding performance from both their distributors and the products they deliver. Locally stocking connectors of Sullins' quality will help customers remain competitive, even in this economic climate.

"Product marketing manager, F. M. Lou, of Dynamic Source Singapore added, "We are extremely excited to distribute Sullins' portfolio of standard and custom interconnects as it's a tremendous expansion opportunity for Sullins and Dynamic Source. Dynamic Source's significant resources and established customer relationships, coupled with Sullins' quality connectors, will accelerate customers' time-to-market and give them important advantages in price, quality and design support."

David Di, Mapro's general manager said, "We are eager to work closely with Sullins to provide best-of-class interconnects and support to our customer base. As a stocking distributor, we are now able to help customers with their custom design and manufacturing requirements as well as quickly deliver prototype to production quantity shipments from our facilities throughout Asia-Pacific. Partnering with Sullins in this region will prove highly successful for everyone."

About Sullins Connector Solutions

Headquartered in San Marcos, CA, Sullins Connector Solutions, Inc. (www.sullinscorp.com) has been a world leader in the design, engineering, and manufacturing of high-quality edge cards and headers since 1971. The Company provides the industry's widest selection of UL/CUL approved edgecards, and additionally offers product development services together with engineering support. Sullins' edgecards, headers, bi-level and CompactPCI connectors are widely specified for use in mission-critical applications

by a broad spectrum of leading industrial, commercial, military and consumer products manufacturers. Sullins' connectors and interconnect systems are available through a global network of sales representatives and distributors.

About A & A Technology Corporation

A & A Technology Corporation (www.atronic.com.tw), with locations in Taiwan and China, is a major distributors of connectors and an array of electronic components. A & A is dedicated to provide professional, value-added services to our interconnect, transformer, power supply, IPC, and telecommunication customers. We strive to satisfy and exceed our customers' requirements for the highest standards in quality, competitive pricing, on time delivery, technical support, and continuing service after-the-sale. "Customers' satisfaction comes first", is our philosophy.

About Dynamic Source

Dynamic Source (www.dynamicsource.com) was founded in 1995 as a stocking distributor for electronic components and semiconductors in Singapore. We have successfully grown with the electronics industry by understanding our suppliers, and realizing our customers' requirements. Our dedicated and committed employees have over ten years of experience in all facets of the electronics industry and specific knowledge in distribution. Today, with over a million items in stock, Dynamic Source offers our expertise to a growing worldwide customer base and supplier network.

About Mapro Electronics Technology

Mapro Electronics Technology (www.maproelec.com/en) is an international brand specializing in electronic components distribution. Based in China, the company is a leading global distributor of connectors, relays, and semiconductors widely used in the industrial control, rail transportation, medical equipment, consumer appliance, intelligent office systems, communications and lighting industries. The company offers customers superior technical expertise, and the highest degree of professionalism. Mapro Electronics values their customers and works closely with them to establish and maintain a long-lasting and mutually beneficial relationship.

Contact: Wade Harb

Email: wharb@sullinscorp.com