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ASI Chooses World Micro as a Franchise Partner

Mechanicsburg, PA, March 16, 2010--Automation Systems Interconnect, Inc. (ASI) is pleased to announce that it has signed a franchise agreement with World Micro, Inc. World Micro has become authorized to distribute ASI's entire range of products, including feed through terminal blocks, circuit breakers, custom PCB interface modules, compact modular power supplies, and high density relay modules.

"ASI's commitment to our customers has always been to insure that we have quality products and the needs of our customers addressed. World Micro's position as a leader in quality and their commitment to customer service dovetails with ASI's, objectives" commented Chuck Doan, ASI's National Sales Manager.

"We are thrilled at the opportunities presented by this agreement and our ability to provide alternatives and crosses to Phoenix Contact. We have a strong, proven commitment to quality, and are always striving to address the needs and requirements of our customers. ASI has a long history of providing quality components, and we are proud to add them to our list of partners," said Daniel McMillen, World Micro's Director of Supplier Business Development.

About ASI - ASI is a Pennsylvania based manufacturer and supplier of over 7,000 internationally approved electrical and electronic components used in automation applications such as industrial computers and controllers, machinery, manufacturing and processing systems and plant controls. www.asi-ez.com

About World Micro - World Micro is a global electronics distribution company. Since, 1995, World Micro has helped Purchasing and Engineering Departments at leading OEM, EMS, and ODM companies research, design, source, stock, procure, inventory, and manage board level components, embedded computing products and military/aerospace specialty hardware. World Micro is headquartered in Roswell, Georgia. www.worldmicro.com