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Quality Has No Finish Line

For Immediate Release:

Contact:

Todd Ballew

World Micro, Inc

800-400-5026

tballew@worldmicro.com

www.worldmicro.com

New White Paper Helps Counterfeit Avoidance Inspectors Create “Zero Tolerance” Policies

Atlanta, GA, May 25, 2010 – World Micro is proud to announce that its Quality Director, Art Ogg, has published a new White Paper, entitled, “False Top Coatings of a Counterfeit Component: Revealed Layer by Layer.”

“The evolution and sophistication of counterfeit electronics has grown exponentially during the past year. This paper seeks to identify current trends plaguing the electronics manufacturing industry,” commented Art Ogg.

The paper deals with inbound inspections and counterfeit avoidance, referencing many IDEA (Independent Distributor’s of Electronics Association) protocols, several of which are becoming “industry standard”.

Debra Eggeman, IDEA’s Executive Director commented, “World Micro’s new paper is an excellent document that provides key insights into the number of coatings that criminals use to fraudulently remark parts. This paper also provides meaningful information for certified inspectors when performing their inbound process.”

Ogg continued, “We are an AS9120 certified stock list distributor who supplies companies such as Lockheed Martin (LMT: NYSE). All parts must flow through the same rigorous Inspection Standard, regardless of who the supplier is. Since contaminated supply can enter the marketplace in a number of avenues, we have established a ‘zero tolerance’ policy and assume all components to be counterfeit until our process proves them otherwise.”

IDEA’s Eggeman continued, “World Micro continues its long history with IDEA as an established leader in offering formal publications and presentations with highly relevant industry data and information. Their active involvement and contributions to IDEA committees and initiatives improve quality standards and customer satisfaction in the industry.”

For a complimentary copy of this White Paper, please email info@worldmicro.com.

ABOUT - World Micro is a global Electronics and Aerospace Distributor. Since, 1995, World Micro has helped purchasing and engineering departments at leading OEM, EMS, Defense, and ODM companies research, design, source, stock, procure, inventory, and manage board level components, embedded computing products and military/aerospace hardware. World Micro is headquartered in Roswell, Georgia.

ABOUT- The Independent Distributors of Electronics Association (IDEA) is a non-profit trade association representing quality and ethically oriented independent distributors of electronic components. The purpose of IDEA is to promote the independent distribution industry through a media advocacy campaign, to improve the quality of products and services through a quality certification program, educational seminars, and conferences, and to promote the study, development, and implementation of techniques and methods designed to improve the business of independent distributors.

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