

**FOR IMMEDIATE RELEASE**

ATLANTA, GA

September 21, 2011

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**Mike Quarles Joins World Micro in Applications Engineering Role**

*Responsibilities include applications research and product development support*

**ATLANTA — September 21, 2011** — Georgia-based electronic components distributor, World Micro, Inc., announced today that Mike Quarles has joined the company in the new position of applications engineer. With this added expertise in-house, World Micro is now able to add value in product recommendations, crosses and vendor relationships and provide customers with assistance in resolving component-related engineering issues. Many customers want more than just strong distribution and World Micro's ability to add engineering services complements the company's overall value proposition.



Quarles brings 15 years of experience to his new position, and has worked with customers, designers, field engineering and business management to develop products and solve engineering issues. Prior to joining World Micro, he was a product architect/corporate applications engineer in Maxim Integrated Products (NASDAQ: MXIM) Dallas Semiconductor's microcontroller business unit, where he generated customer proposals and created and maintained formal design and applications documentation for the unit. His earlier experience includes online technical support; supervision of a product/test engineering group; and new product development engineering, where he spearheaded pre-silicon manufacturability initiatives.

"Mike's experience in identifying, researching and resolving component engineering and design issues brings significant added value for our customers and suppliers who have often requested this unique kind of support," said World Micro CEO, Dan Ellsworth. "Having Mike on-board also fits perfectly with our vision of solving difficult supply chain issues. We are pleased to have the benefit of his considerable expertise in our organization," added Ellsworth.

A graduate of the Georgia Institute of Technology, Quarles holds a bachelor of science in electrical engineering with highest honors.

**About World Micro Components, Inc.**

World Micro, Inc., a global, aerospace, military, commercial and medical electronic component and products distributor focused on quality systems also leads the industry in detection of counterfeit components and anti-counterfeit education and training. Since 1996, World Micro has helped its customers solve difficult supply chain issues through innovative research, design, sourcing, stocking, procurement, inventory, and management solutions. World Micro, Inc. is privately held with headquarters in Roswell, Georgia, and an Asian distribution hub in Penang, Malaysia. The company's website is [www.worldmicro.com](http://www.worldmicro.com).