



For Immediate Release:

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World Micro Sponsors 14th Annual SMTA Atlanta Expo

Atlanta, GA, March 22, 2010 - Georgia's largest Independent Electronics Distributor, World Micro, Inc., is once again sponsoring, and attending, the SMTA Atlanta EXPO on Thursday, April 15th at the Gwinnett Center in Duluth, GA.

The EXPO will include: over 60 exhibiting companies, complimentary lunch from World Micro, Inc. to pre-registrants, a keynote presentation "The State of the Electronics Assembly Industry," by Bob Klenke, ITM Consulting, and additional technical presentations will be offered throughout the day.

World Micro's Executive Vice President and General Manager, Todd Ballew, stated, "World Micro values our long-standing relationship with SMTA and the important community the association supports. The Expo is an example of how effective the SMTA is in providing a forum that promotes the exchange of ideas, experiences and resources."

About SMTA: The SMTA membership is an international network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies, including micro-systems, emerging technologies, and related business operations.

As a leading distributor in Georgia, World Micro is pleased to help facilitate SMTA's efforts to build, strengthen, and educate the local electronics industry.

Free attendee registration along with technical presentation details and a complete listing of exhibitors at: http://www.smta.org/education/vendor_days/vendor_days.cfm#atlanta

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