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ATLANTA, GA
June 28 2011



World Micro Opens Asian Hub In Penang, Malaysia

First of its kind agreement signed with Malaysia also helps to improve country's ability to rid the global supply chain of counterfeit electronic parts and reduce logistics costs

ATLANTA/PENANG – June 28, 2011 – Electronics distributor World Micro, Inc., has sealed an agreement with the Northern Corridor Implementation Authority (NCIA), the statutory body responsible for the development of the Northern Corridor Economic Region of Malaysia (“Koridor Utara”, or NCER) to formalize the opening of its Asian distribution hub in Penang, Malaysia. Besides three World Micro executives, including World Micro CEO, Dan Ellsworth, and the company’s Vice President of Global Quality, Art Ogg, an official signing event held Saturday, June 25 in Los Angeles, was attended by twelve senior delegates representing NCIA, the US-ASEAN Business Council, IDEA, the Independent Distributors Of Electronics Association, and MIDA, the Malaysian Industrial Development Authority. World Micro’s Asian presence is expected to improve Malaysia’s ability to rid the global supply chain of counterfeit electronic parts through various training programs, provide excess inventory disposition programs to local and regional businesses and help support the economic growth within the region. Through the agreement, NCER is set to host World Micro’s first overseas base in Malaysia.



(Dan Ellsworth (L), CEO, World Micro and Dato' Redza Rafiq, CEO, NCIA (R) at the agreement-signing ceremony in Los Angeles, June 25.)

World Micro, based in Atlanta, is a recognized leader in inspection, detection and abatement of counterfeit parts. Through collaboration with the NCIA, World Micro will conduct training, development and counterfeit awareness programs for small and medium enterprises as well as large multinational corporations throughout Malaysia.

“We are proud to welcome World Micro into NCER’s ecosystem as its leadership in the electronic components distribution chain worldwide will contribute significantly to the continuous development of NCER. We look forward to leveraging World Micro’s expertise to heighten process and

quality awareness while building counterfeit detection skill sets,” said Dato’ Redza Rafiq, Chief Executive of the

Northern Corridor Implementation Authority (NCIA).

NCER, which encompasses the northern states of Perlis, Kedah, Penang and the north of Perak, aims to leverage the traditional economic strengths of the northern region. The E&E Electronics and Electrical (E&E) sector features prominently within the NCER with companies such as AMD, Intel, Motorola, Plexus and Altera, having chosen it as a gateway to the world market. “The Northern Corridor Implementation Authority or NCIA plays a vital role in ensuring that the NCER continues with its consistent and sustainable development, as a regional enabler, facilitator, and also business partner to the private sector; as well as a friend to the community,” Dato’ Redza added.

“This unique partnership will help make Malaysia a safe harbor for non counterfeit parts and a regional center of excellence in electronics manufacturing,” said Dan Ellsworth, president and CEO of World Micro. “In addition, the new initiative will reduce costs devoted to logistics as Malaysian companies now often have their excess parts shipped to the U.S. for inspection or disposition, then shipped back to assembly facilities in Asian countries,” added Ellsworth.

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ABOUT WORLD MICRO, INC.

World Micro is a global Electronics and Aerospace Distributor focused on quality systems and leads the industry in detection of counterfeit components. Since, 1996, 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, embedded computing products and military/aerospace hardware. World Micro, Inc., is privately held and headquartered in Roswell, Georgia. The company’s website is www.worldmicro.com.

ABOUT THE NORTHERN CORRIDOR IMPLEMENTATION AUTHORITY (NCIA)

Northern Corridor Implementation Authority (NCIA) is the statutory body responsible for establishing directions, policies and strategies in relation to the Northern Corridor Economic Region (“Koridor Utara”, or NCER) development programs. Incorporated in June 2008, NCIA’s mandate by the Malaysian government is to promote and accelerate the development of the Northern Corridor Economic Region into a world-class economic region and a choice destination for investment, work and living. Focusing on the development of four (4) key thrust areas – Agriculture, Manufacturing, Tourism and Logistics – NCIA is committed to ensuring that social and sustainable development objectives are kept as priorities whilst driving economic growth in the Northern Corridor Economic Region.

ABOUT THE NORTHERN CORRIDOR ECONOMIC REGION (NCER)

The Northern Corridor Economic Region (“Koridor Utara“, or NCER) is a regional development initiative which encompasses the states of Kedah, Perak, Perlis and Penang in the North of Peninsular Malaysia. Continued success of NCER has been directly related to the availability of commercially viable land, sound infrastructure, an in-built business culture and an entrepreneurial mindset. NCER leverages advantages of the region by focusing on formulations of growth in Agriculture, Manufacturing, Logistics and Tourism sectors. For more information about the NCER, please visit <http://www.ncer.com.my>.

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