

**FOR IMMEDIATE RELEASE**

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**World Micro Strategic Business Ramp-Up Continues  
*Company Launches Medical Devices Market Sector; Adds Staff And Management***

**ATLANTA, GA – June 15, 2011** – Georgia-based electronics distributor, World Micro, Inc., announced today the rollout of a new business sector to serve the unique requirements of the medical device market. The company already serves the electronic component and military/aerospace business sectors. In anticipation of entering the medical electronics market space, the company recently earned its ISO-13485 certification, which provides the initial right of entry to this quality-critical industry. Advancing into the new sector is part of the company's continuing strategic growth initiative, which will now enable support of the manufacturing needs of the electro-medical equipment and irradiation apparatus companies, a \$30 billion business in the US and a \$65 billion industry world-wide.

To spearhead this initiative, World Micro recently hired industry veteran Terry Miller to manage the business development for this market segment. Miller's role will include ongoing development of a diverse supplier and customer base, targeting specific OEMs and CMs in the company's expanded market segment, and working with team members to develop a new line card for the medical device market. Previous to joining World Micro, Miller served as rugged-power product manager for Samtec, Inc., a \$500 million, privately owned U.S. electronics OEM.

In keeping with its growth strategy, the company also hired an additional five regional sales executives who will support the company's tactical team-based sales force. The new staff will focus on expanding regional customer bases. In addition, World Micro plans to bring another ten regional sales executives on board by the end of 2011.

"World Micro intends to keep up the pace in growing its territorial and customer bases and needs an expanded sales team to support these efforts," said Todd Ballew, executive vice president and general manager at World Micro, Inc. "I'm especially excited about the capabilities Terry is bringing to the company and look forward to bringing customers the benefits of his industry experience. And, the new market entry and additional staff support will also enable greater coordination with our manufacturer's representatives program to increase our visibility within the medical device market. We want to help our reps in any way we can to create awareness about World Micro's values and capabilities and its ability to be a valuable resource in an otherwise underserved market," added Ballew.

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**About World Micro Components, 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 components, 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](http://www.worldmicro.com).

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