

## NEWS RELEASE

ATLANTA, GA

March 29, 2011

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### **World Micro Corporate Development Ramps-Up Another Notch *Company Appoints Daniel McMillen As Corporate Development VP Selects Vikki Planche To Manage Business Development Segment***

**ATLANTA, GA – March 29, 2011** – Georgia-based electronic components distributor, World Micro, Inc., today announced the appointment of Daniel McMillen to serve as the company's vice president of corporate development. His primary role will be to identify and develop creative technical resource applications to grow existing and new supply chain channels and support the company's growing materials management programs.



McMillen's responsibilities also include leading business development teams that target the medical electronics market and supporting growth in the aerospace market segment. McMillen's appointment signals a tactical evolution of executive structure that further differentiates World Micro among independent distributors as the company focuses its company expertise and IP increasingly on specific markets. The timing of the appointment also capitalizes on the company's recent ISO certifications for medical and aerospace components sales.

World Micro's corporate development program is further strengthened by the recent hiring of Vikki Planche, a thirty-one year electronic distribution industry veteran who will support McMillen as business development manager for manufacturer's rep, channel partner and supplier programs. Collectively, these moves continue the successful play out of the company's strategic growth plan. Ms. Planche brings extensive expertise in sales and materials management to her position. She has held senior management positions at a number of Tier-1 distributors and has gained an in-depth knowledge of nearly all aspects of the industry.



McMillen joined World Micro in 2004, bringing twenty-four years of corporate development experience. Prior to this appointment he was director of corporate development responsible for bringing an eight million dollar embedded computing business unit to the company's already diverse portfolio. He was instrumental in creating World Micro's "Hybrid Business Model" marketing strategy that helped the company create industry awareness of the distinct differences between brokers and the new class of independent distributors, who like World Micro, focus increasingly on materials management, counterfeit detection and quality initiatives.

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"These appointments are very significant as they underscore our continued commitment to growth, quality, channel and partnership development. I am also personally proud to have witnessed the dedication and tremendous energy Daniel has poured into his previous work at World Micro which makes his appoint as VP especially appropriate and well deserved" said Dan Ellsworth, president and CEO at World Micro. "And I am delighted that Vikki has chosen to join us. Her background and industry knowledge is incredibly rich in scope. I know that her new role will be fulfilling to her as it helps us to raise the bar higher and higher," added Ellsworth.

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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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*Quality Has No Finish Line*