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World Micro's VP of Global Quality to Address Electronics Inspection Standards At Malaysian SMTA Expo

Company also exhibiting at Penang Expo held October 28, 2011

ATLANTA/PENANG, Malaysia — October 20, 2011 — World Micro, a global distributor of electronic components serving the electronics, commercial, military, medical, and aerospace markets, announced today that it will be exhibiting at the Surface Mount Technology Association's (SMTA) fourth annual Penang, Malaysia Vendor Show, held October 28, 2011 in the city's Eastin Hotel. The event is designed as a showcase of surface mount materials, services, and processes for the electronics manufacturing market. World Micro's vice president of global quality, Art Ogg, will be a featured speaker, presenting "The Value of the IDEA-STD-1010 Inspection Standard for Verifying Electronic Components." The Independent Distributors of Electronics Association (IDEA) is a non-profit organization that supports independent distributors by advancing industry ethics, education, and by establishing standards.

Penang has become a major presence of electronics manufacturers that includes many multinational companies. Because of the increasing demand for counterfeit-free electronic components both in Malaysia and throughout the region, World Micro recently opened its Asian hub office and distribution center in Penang, where Ogg is currently based. Ogg's presentation will be a free seminar for registered attendees and will provide an overview of the need to verify components to be counterfeit free and without substandard manufacturing defects. This is possible through implementation of the industry accepted IDEA inspection process. In addition, the seminar will address the need to train Malaysian electronics companies on this new standard and how World Micro's ongoing education and training will continue to contribute to southeast Asia's reputation as a safe haven for counterfeit free electronics, aerospace and medical products.

Visitors are encouraged to speak with World Micro personnel onsite to learn how independent distributors like World Micro, with support from quality standards organizations like the IDEA, are making great progress in slowing the pandemic threat of counterfeit electronics, while continuously raising the level of quality required for testing and verifying the integrity of components used in commercial, military, aerospace, and other markets.

About World Micro Components, Inc.

World Micro, Inc., is a global, aerospace, military, commercial, and medical electronic component and products distributor focused on quality systems. The company 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 and can be followed on Twitter at twitter.com/worldmicro