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World Micro Signs Franchise Distribution Agreement With Battery Giant, ZEUS Battery Products

Deal strengthens World Micro's ability to provide power solutions and engineering support

ATLANTA — February 1, 2012 — World Micro, a global distributor of electronic components serving the electronics, commercial, military, medical, and aerospace markets, announced today that it has signed a franchise distribution agreement with ZEUS Battery Products, of Bloomingdale, IL. The agreement gives World Micro the ability to promote, distribute, and market key battery products throughout the United States, Canada, and from its Penang, Malaysia facility, to customers throughout the region and Southeast Asia. The newly added franchise line includes custom battery packs for a wide range of applications, including emergency lighting, security systems, handheld electronics, and portable medical equipment.

ZEUS Battery Products was founded in 2001 and is a manufacturer of the ZEUS line of batteries and power products. The company is an approved power solutions provider for a number of Fortune 500 companies and offers a complete selection of replacement batteries, chargers, and custom battery packs for all portable power requirements. The company also carries one of the largest selections of sealed lead acid batteries.

"We're extremely pleased to add ZEUS Battery Products many power solutions to our line card of best-in-class suppliers," stated Vikki Planche, World Micro's director of sales. The company's products are spread across a broad spectrum of applications and markets, which helps World Micro extend its offerings while creating a larger geographical reach," added Planche.

"Naming World Micro to its roster of North American distributors is also a critical step in ZEUS Battery Products strategic plan to broaden both international and domestic distribution channels. World Micro has an established and impressive record of uncovering opportunities for power products, especially in markets that we see as having great potential for growth," said Greg Kurdydyk, distribution sales manager for ZEUS Battery Products. "The demand for our newest type of lead-acid batteries has risen steadily in many markets and World Micro also has the demonstrated ability to serve the security, emergency systems, light industrial, consumer, power tool, cell phone, and computer power sectors – that makes this relationship a win-win," added Kurdydyk.

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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.

About ZEUS Battery Products

ZEUS Battery Products is the manufacturer of the ZEUS line of batteries and power products --- an approved supplier for Fortune 500 companies such as Honeywell, Welch Allyn, and Abbott. It is a single-source supplier of stock and custom batteries, chargers, and accessories and also provides technical assistance to customers throughout Chicago land and the U.S. Its headquarters are located at 191 Covington Drive, Bloomingdale, Illinois. For more information, call 877-469-4255 or visit <http://www.ZeusBatteryProducts.com>.

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