

NEWS RELEASE
ATLANTA, GA
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Contact: Uwe Trode
Director, Communications
Ph: 770-698-1900, ext. 109
E-mail: utrode@worldmicro.com
www.worldmicro.com



World Micro Expands Market Reach In Southeast U.S. Territory

Ellen Panassenko Named SE Region Business Development Manager

ATLANTA, GA – August 17, 2010 – Georgia-based electronics distributor, World Micro, Inc., announced today that it is expanding its sales operations in the southeastern U.S. as part of its ongoing strategic growth plan. The southeast is home to hundreds of OEMs, electronic manufacturing services providers and government defense contractors -- a growing market that World Micro is now able to service as a dedicated sales territory which includes eastern Alabama, Tennessee and the Florida Panhandle. To manage this market expansion, World Micro has created a new business development position and appointed 30-year veteran purchasing and technical sales professional, Ellen Panassenko, to cover the territory as southeastern regional business development manager.



Ellen Panassenko, WMC

"World Micro has a long-standing customer-centric marketing approach and this is an opportunity to present World Micro in person in a region where personal contact is highly valued," said Panassenko of her new role. "With this expansion, World Micro is much better positioned to help customers end their battles with counterfeit component ingress, long lead times, vendor consolidation and end-of-life parts management programs."

"We are excited that Ellen accepted this new role. She is a very engaging individual and has a tremendous knowledge of the industry," said Todd Ballew, executive vice president and general manager at World Micro. "She will be able to act as company ambassador to customers who don't yet understand the breadth of professional services that has made World Micro unlike any other distributor. Panassenko's knowledge and experience in supply chain management and the unique solutions that a highly qualified independent distributor can bring, will provide our customers in this region a significant competitive advantage," 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 leading the 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 headquartered in Roswell, Georgia.

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