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Avnet Selected as New Specialty Distributor for Cisco Data Center Products in the U.S. and Canada

Avnet to Help Value-Added Resellers Successfully Pursue New Market Opportunities Created by Data Center Convergence

TEMPE, Ariz., Dec 17, 2009 (BUSINESS WIRE) -- [Avnet Technology Solutions](#), a solutions distribution leader and an operating group of [Avnet, Inc.](#) (NYSE: [AVT](#)), announced today it has signed a distribution agreement with Cisco to become a high-value specialty distributor for its data center products in the U.S. and Canada. Under this agreement, Avnet will help Cisco further expand its market penetration into the rapidly growing data center market through qualified value-added resellers (VARs).

"With the incredible amount of convergence taking place within the data center, it is critical to provide customers with complete solutions designed to address their business challenges," said Jeff Bawol, president, Avnet Technology Solutions, Americas. "Our new distribution relationship with Cisco will enable Avnet's channel partners to address the data center market holistically with an exciting class of products designed to improve efficiency and reduce operating costs. We will work hand-in-hand with our channel partners to ensure they have the support, programs and services needed to be successful in this highly complex environment where server, storage, networking and virtualization technologies are increasingly converging."

As a high-value specialty distributor for Cisco, Avnet will provide its channel partners with the following Cisco data center products:

- | Nexus Data Center Family of Switches
- | MDS Family of Fiber Channel SAN Switches
- | Catalyst E-Blade Switches
- | Unified Computing System (UCS) Blade and Rack Servers (B and C)
- | Application Control Engine (ACE)
- | WAN Optimization (WAAS)

These products will be offered along with Avnet's consulting, integration, implementation and managed services to create complete data center solutions. Avnet will also develop market enablement programs based on the success of its technology-focused practices, such as [Avnet SecurePath\(TM\)](#), [Avnet StoragePath\(TM\)](#) and [Avnet VirtualPath\(TM\)](#), to help channel partners pursue opportunities created by data center convergence.

"Avnet brings proven expertise in helping partners extend their reach into new markets and customer segments," said Dave O'Callaghan, vice president of distribution, worldwide channels for Cisco. "As a Cisco Specialty Distributor, Avnet has deep technical experience and sophisticated integration capabilities. We feel confident that these attributes will help Cisco and our channel partners accelerate our mutual success in the data center market and capitalize on new revenue-generating opportunities."

Avnet will create a dedicated business unit to market, sell and service the Cisco data center product suite, which will be led by Avnet executive Chris Swahn. Serving as the vice president and general manager of the new business unit, Swahn has more than 20 years of channel experience. Throughout his career, Swahn has focused on creating a culture of excellence within sales teams, exceeding goals and helping Avnet's suppliers and reseller partners succeed.

"Avnet has helped us successfully grow our business in several technology areas that play a critical role in the data center, such as security, storage and virtualization," said Bob Olwig, vice president of corporate business development for World Wide Technology, Inc. "The addition of Cisco to Avnet's line card will allow us to expand in the highly lucrative data center market, while directly addressing our customers' needs for efficient, low-maintenance and cost-effective environments. Based on our experience with Avnet's market development, training and sales services, we know we'll be able to hit the ground quickly with Cisco's product suite and provide all the elements our customers need for complete data center solutions."

About Avnet Technology Solutions

Avnet Technology Solutions is an operating group of Phoenix-based Avnet, Inc. As a global technology sales and marketing organization, Avnet Technology Solutions has sales divisions focused on specific customer segments and a select line card strategy enabling an exceptional level of attention to the needs of its customers and suppliers. For fiscal year 2009, the group served customers in more than 30 countries and generated US \$7.04 billion in annual revenue. The group's Web site is www.ats.avnet.com.

Avnet, Inc. (NYSE:AVT), a Fortune 500 company, is one of the largest distributors of electronic components, computer products and embedded technology in the world. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers and providing cost-effective, value-added services and solutions. For the fiscal year ended June 27, 2009, Avnet generated revenue of \$16.23 billion. For more information, visit www.avnet.com. (AVT_IR)

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Brodeur Partners, for Avnet
Marcia Chapman, 602-224-4047
mchapman@brodeur.com

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