Online Resource Counteracts Counterfeit and Substandard Semiconductor Problem

NEWBURYPORT, Mass. (September 7, 2011) – A little more than nine months ago, the Semiconductor Industry Association (SIA) and Rochester Electronics created an online resource to counteract the growing problem of counterfeit and substandard semiconductors entering the global marketplace. The Electronics Authorized Directory is a free, worldwide directory of original semiconductor manufacturers and their authorized distributors. Buyers can access this list to make sure they are buying from vendors who can ensure traceability and authenticity of components, thereby eliminating the risk of procuring counterfeit or substandard devices from unauthorized sources. Recently, the Electronics Authorized Directory reached a milestone, now with more than 200 original manufacturers and their relevant authorized distributors listed on the site. The directory is available online at www.authorizeddirectory.com [1]

"On February 2, 2011, at the Sixth Global Congress Combating Counterfeiting and Piracy, industry experts stressed the ease of procuring authentic components," said Curt Gerrish, CEO at Rochester Electronics. "As speaker George Kearse, independent consultant to the mail, express, and logistics industries said, 'We are in the age of the one-stop shop.' The Authorized Directory is an important part of this one-stop shop model. In nine months, participation in the directory has significantly increased due to the industry's commitment to maintaining the integrity of their components. The directory not only protects the consumer, but also the industry itself."

Lonnie Hurst, SIA Chairman, Anti-Counterfeit Task Force explained, "The significant number of listings in this short time frame proves that the Authorized Directory is a necessary tool to help worldwide customers find original and uncompromised components still in production and/or available in authorized distribution. The authorized distribution network delivers semiconductors through a secure supply chain with stringent chain of custody requirements that can prevent counterfeit components from entering the government or customer supply chain. This literal 'who's who' of authorized semiconductor manufacturers and/or distributors is a tool government agencies, businesses, and consumers can use to ensure the products they purchase meet reliability and safety specifications designed into the original product. The SIA Anti-Counterfeit Task Force, Rochester Electronics, and the listed semiconductor manufacturers are providing this service in order to prevent counterfeit, substandard semiconductors from being introduced into the manufacturing process or warranty replacement processes of the major manufacturers that integrate semiconductors around the world. Our goal is to enable our customers, and their customers, to purchase legitimate products that will meet manufacturer's specifications and will not endanger the health and safety of the public and military end users, or compromise critical infrastructure or mission-critical systems. Purchasing through authorized distribution is one of the key

actions customers can take to support our vision of eventually eliminating counterfeit semiconductor components from entering the supply chain."

The Electronics Authorized Directory is an easy-to-use online tool that lists every authorized distributor of a semiconductor according to original manufacturer and country. The Electronics Authorized Directory provides two quick and easy worldwide search tool options to help buyers locate authorized distributors: search by semiconductor manufacturer, or search by part number.

To be listed as an original manufacturer or an authorized distributor, go to www.authorizeddirectory.com [1] and follow the "Contact Us" link for further instructions.

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