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FOR IMMEDIATE RELEASE

ECIA Names David Loftus New CEO and President

Atlanta – ECIA is pleased to announce David Loftus as CEO and President of the organization, replacing Bill Bradford, who steps down at the end of March.

Over a 35 year career in high tech, Mr. Loftus has served in a broad range of senior executive positions, including Vice President of Worldwide Sales and Marketing for Maxim Integrated, Executive Vice President Worldwide Sales and Applications for Cypress Semiconductor, Senior Vice President Worldwide Sales and Corporate Marketing for Intersil Corporation, Vice President & General Manager for Spartan Products for Xilinx Inc. In addition, Mr. Loftus served in Hong Kong from 2002 to 2005 as Vice President & Managing Director - Xilinx Asia Pacific.

Mr. Loftus began his career in 1985 as a design engineer and program manager for Georgia Tech Research Institute. Mr. Loftus has deep technical and market understanding of the high-tech industry, its players and the end markets they serve. Mr. Loftus has partnered with key R&D, operations, and management executives in almost every major segment of the technology industry including computing, consumer, communications, industrial, automotive, defense, aerospace, test & measurement, and medical. He is a strong believer in Jack Welch's concept, "The team with the best players wins" and has spoken frequently on the best ways to hire, train, retain, and motivate top performers in the market. David holds Bachelor of Science in Electrical Engineering and Master of Science in Management degrees from the Georgia Institute of Technology. David and his family reside in Johns Creek, GA, where he enjoys golf, fitness training, and flying as an instrument-rated private pilot.

"I'm extremely happy to take the reins at ECIA as the organization provides a unique forum for collaboration and sharing of best practices between manufacturers, distributors, and manufacturers rep firms," Loftus commented. "Appreciating our deep roots in technology since 1939, I look forward to employing my many years of experience to help guide our organization into the next decade."

"I've known David as a respected and successful semiconductor executive, for several years," added Bill Bradford. "I am thrilled that he is taking over the leadership mantle at ECIA. His strategic vision and vast experience will be a real asset in helping the association deal with the many challenges and opportunities facing our industry."

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.