

## NEWS RELEASE

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### EXCELPOINT NAMED ADI'S "BEST DISTRIBUTOR FY2010" FOR CHINA

**SINGAPORE, 23<sup>rd</sup> Mar 2011** – Excelpoint Technology Ltd ("Excelpoint" or the "Group"), is pleased to announce that it has won numerous recognitions for its distribution activities for 2010 from Analog Devices, a world-leader in high-performance semiconductors for signal processing applications.

In total, it received 17 awards from Analog Devices among which is the coveted "BEST DISTRIBUTOR FY2010" for its China distributorship. This award encompasses recognition for:

- Best in Active Customer Growth Number
- Best in Demand Creation POS%
- Best in New Product Introduction
- Best in Average Win Lines Per Win Program
- Best in Conversion Rate

Of the 17 awards that Excelpoint received, 14 were awarded to its China business unit. Among the 14 awards are the "DFAE of the Year", "Distributor Sales of the Year", "Distributor PM of the Year", "Distributor Team of the Year", "Best ADI Champion Award" and "Five Years Service Award".

For the ASEAN region, the Group received two awards namely – "FY10 Best Distributor for Highest Number of Certified DFAE" and "FY10 ASEAN Highest DAR & POS revenue Growth Distributor".

This year, India receiving recognition for its demand creation activities, won the "FY10 India Highest Number of Certified DFAEs & Demand Creation Business" award.

Commenting on the Excelpoint's recognition, Mr Albert Phuay – Chairman and Group CEO said: "The team is very excited and encouraged by the recognitions from ADI and we will do our best to keep our title as the Best Distributor for future years."

### **About Analog Devices**

Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth companies within the technology sector. Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devices serves over 60,000 customers, representing virtually all types of electronic equipment. Celebrating over 40 years as a leading global manufacturer of high-performance integrated circuits used in analog and digital signal processing applications, Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world. Analog Devices' common stock is listed on the New York Stock Exchange under the ticker "ADI" and is included in the S&P 500 Index.

[www.analog.com](http://www.analog.com)

### **About Excelpoint Technology Ltd (Registration No. 200103280C)**

Established in 1987, Excelpoint Technology Ltd is a total solutions provider of quality electronics components, engineering designs and supply chain services to original equipment manufacturers ("OEM"), original design manufacturers ("ODM") and electronics manufacturing services providers ("EMS") in the electronics industry.

Excelpoint has been working closely with its principals and customers to identify new trends and technologies, and to create and test new technical features that will complement their customers' products. The Group has three research and development ("R&D") centres supported by a team of dedicated R&D professionals to create innovative solutions that will help customers go to market quickly and efficiently. The total solutions and reference designs created by Excelpoint are found in a number of products and applications such as industrial instrumentation, wireless communications and consumer electronics equipment.

Headquartered in Singapore, Excelpoint has facilities and offices over 25 cities across the Asia Pacific region including Malaysia, Thailand, Vietnam, China, India, Korea, the Philippines, New Zealand and Australia. Listed on the Main-Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") the Group employs close to 500 staff.

For more information about Excelpoint, please visit [www.excelpoint.com](http://www.excelpoint.com)

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