



Where the Electronics Industry Connects

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BtB Marketing Communications selected as agency of record for EDS...

NEW PARTNERSHIP EXPANDS EDS OUTREACH TO GLOBAL MARKETS

CHICAGO (October 16, 2008) —EDS, the premier conference and networking event for the electronics component industry, announced today that it has selected BtB Marketing Communications as its public relations agency of record. Located in Raleigh, North Carolina, BtB Marketing is a full service public relations and marketing communications agency that has served the business-to-business marketing needs of the electronics industry for more than 20 years. BtB Marketing has extensive experience working with companies that participate in EDS.

“With BtB’s comprehensive expertise in working with manufacturers of electronic components, we believe this partnership will bring numerous opportunities to our show and participants,” said Gerald Newman, executive vice president of EDS. “Twenty-five percent of the agency’s clients are in Asia and Europe, so BtB’s background will provide an additional boost to our exposure and growth in global markets.”

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EDS has served as the premier conference and networking event for the electronics component industry since 1937, bringing together top-level executives and decision makers from the industry's leading manufacturers, distributors and representatives of passive components, interconnects and electromechanical products and semiconductors. According to recent estimates, more than \$50 billion worth of electronic components are sold through distributors in North America each year.

“We are excited to be working with the premier electronic components and supply chain show in North America,” said Chris Burke, president of BtB Marketing. “We see great opportunities ahead for EDS and we are pleased to have the chance to work with an organization that provides such a unique level of service and expertise.”

About EDS:

EDS is operated on a non-profit basis under the sponsorship of the Electronic Components Association (ECA), the Electronics Representatives Association (ERA) and the National Electronic Distributors Association (NEDA).

About BtB Marketing:

Located in Raleigh, North Carolina, BtB Marketing Communications is a full service advertising, public relations and interactive agency dedicated to serving electronics and technology clients worldwide.

For more information about EDS 2009, please visit www.edsconnects.com, call +1-312-648-1140, or mail: 222 S. Riverside Plaza, Suite 2160, Chicago, IL, USA 60606.

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