

A LETTER FROM THE PRESIDENT

Dear I.C. Buyer, Material Controller,

Thank you for the opportunity to introduce Appleton Electronics Group.

Since our doors opened in 1985, we have developed strong and lasting relationships with not only our OEM customers, but the international distribution community as well, which facilitates our worldwide sourcing capabilities.

With the recent introduction of ICLINK.COM we are making available to our OEM customers a transparent view of not only our inventory of over 15 million I.C.'s, but also that of hundreds of the worlds most reliable and competitive semiconductor suppliers.

We also send e-mail and fax dispatches from our purchasing department to an even larger group of suppliers 24 hours a day which enables us to "search the globe" for your

I.C. requirements immediately.

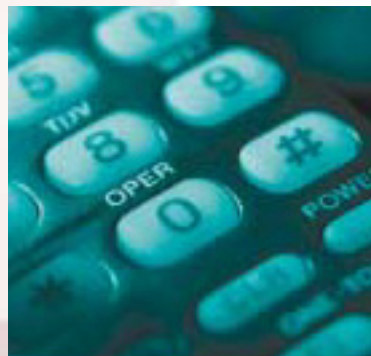
We realize that there is no single tool that will revolutionize I.C. distribution. However, we are confident that IC-LINK will prove to be a valuable tool for our customers and that the level of service which you will receive, regardless of whether you place a \$50 order or a million dollar order, will be comparable to none.

On that you have my personal guarantee.

Yours for Independence.



Tom Appleton
CEO/President
Appleton Electronics Group
tom@appletoneg.com



A BUSINESS PHILOSOPHY THAT WORKS

Focus on one thing and do it better than anyone else does. With over fifteen years experience supplying manufacturers with quality electronic components, we have refined the international procurement process into an art. Vast inventory and relationships with the **Best of the Best** suppliers around the globe make AEG the obvious first choice of independent distributors. We provide solutions to your inventory challenges.

WE'LL SEARCH THE GLOBE FOR YOUR I.C.'S

If it's out there, we'll find it. Our extensive vendor net-

work includes the most reliable and competitively priced in the world. Let our professionals at AEG **Search the market for you.**

ONE CALL IS ALL YOU NEED...PARTNER

AEG has been operating in partnership with the electronics manufacturing community since 1985. Whether you are buying or selling electronic components, we are determined



to provide the type of exceptional service which has made AEG the first contact for many of the nations Fortune 500 companies. International procurement of quality electronic components is what we do. **Exceeding our customer expectations is always our consistent goal.**

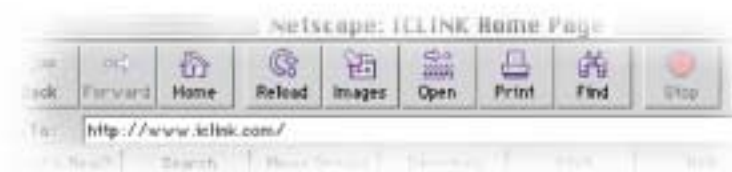


available by calling your AEG representative or by visiting our web site at www.iclink.com. We are constantly creating innovative ways to make your job easier. Call us!

OUR PEOPLE MAKE THE DIFFERENCE

LET OUR PATENTED IC-LINK SYSTEM BRING THE WORLD TO YOU

IC-LINK not only allows you to search our in-house inventory of over 15 million I.C.'s, but also allows access to that of hundreds of the world's most reliable and competitive electronic components suppliers. **Our constant monitoring and updating IC-LINK assures accurate availability** information. The close knit family of international suppliers which makes up



IC-LINK share one common philosophy: Keep your commitments and deal only with those who share the same integrity. This insures our customers needs are met and our promises are kept. IC-LINK is

In an ever-changing industry that presents new challenges daily, AEG passes the test. Our experienced and knowledgeable sales professionals are team players, eager to meet our customer's toughest material requirements. We are true professionals, caring for our customers and their needs. **Independent Distribution the way it should be... the world to you... honestly.**



WE BUY AND SELL ALL TYPES OF ELECTRONIC COMPONENTS

WE STOCK THE FOLLOWING

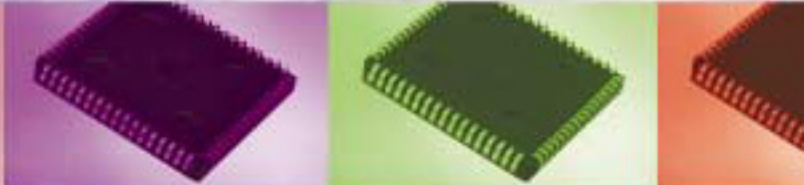
Actel
Advanced Micro Devices
Alcatel
Allegro
AMCC
Altera
Analog Devices
Atmel
Benchmarq
Broadcom
Brooktree/Conexant
Burr Brown/TI
California Micro
Catalyst
Chips & Technology
Cirrus Logic
Conexant
Cypress Semiconductor
Cyrilx
Dallas Semiconductor
Elantec
Exar
Excel Microelectronics
Fairchild
Fujitsu Semiconductor
GE/RCA
GEC/Plessey
General Instruments/Motorola
Goldstar
Harris Semiconductor/Intersil
Hewlett Packard
Hitachi
Hyundai
ICS
Infineon
Integrated Device Technology
Intel
International Rectifier
Intersil
ISSI
Lattice
Legerity
LG Semi
Linear Technology
LSI
Matra Harris/Intersil
Matsushita
Maxim
Micrel
Microchip
Microelectronic Products
Micron
Microsemi

Mitel
Mitsubishi
Mosel
Mostek
Motorola
National Semiconductor
NEC
NCR/Symbios
NVIDIA
OKI
On Semiconductor
Panasonic
Paradigm
Performance Semiconductor
Philips Semiconductor
PLX Technology
PMC Sierra
Quality Semiconductor
Quicklogic
Rockwell
RF Micro
Samsung
Seeg
SGS-Thompson
Sharp
Siemens
Sierra Semiconductor
Signetics
Siliconix
Silicon Systems
Sipex
S-MOS
Sony
Sprague
Standard Microsystems (SMC)
ST Microelectronics
Synergy
Temec
Texas Instruments
Toshiba
TranSwitch
TriQuint Semiconductor
UMC
Unitrode
VLSI
VTC
Vitesse Semiconductor
Waferscale
Western Digital
Xicor
Xilinx
Yamaha
Zilog

- **WORLD CLASS SERVICE**
- **SERVING THE ELECTRONICS MARKET SINCE 1985**
- **SPECIALIZING IN HARD TO FIND ELECTRONIC COMPONENTS**
- **PROMPT SERVICE**
- **EXTENSIVE INVENTORY**
- **WORLD WIDE SOURCING**
- **FINANCIAL STRENGTH**
- **ASSET CONVERSION**
- **INVENTORY MANAGEMENT**
- **ALLOCATED AND OBSOLETE I.C.'s**
- **VALUE ADDED SERVICES**
 - Testing
 - Order Scheduling
 - Kitting
 - Contract Manufacturing
 - Programming



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ONE WORLD - ONE SOURCE®
SINCE 1985