

NXP Expands its Distribution Footprint with WPG in the Americas

San Jose: April 19, 2010. WPG Americas (WPGA) and NXP Semiconductors today announced a franchise agreement for the Americas effective April 5, 2010. According to the agreement, WPGA will distribute NXP's full portfolio of High Performance Mixed Signal and Standard Product solutions, with a strong focus on RF, analog mixed signal, microcontrollers, interface products, logic, general applications, discrettes, audio, automotive, and identification products.

Leveraging over twenty years of success, the relationship between NXP and WPG is further strengthened by the move into the Americas region. Working together the two companies will expand their support into the United States, Canada, LATAM and South America to provide customers with the right products for their designs.

"The expansion of WPG into the Americas is an exciting new opportunity for us," says Pierre Laboisse, Vice President, Worldwide Distribution for NXP. "WPG is already a significant partner for NXP and this extension into the Americas will allow us to build on joint strengths and focus."

"As our customers continuously globalize, so must NXP and our distribution partners," says Mark A. Lunsford, Vice President of Sales and Marketing for the Americas, NXP Semiconductors. "The Americas is a key region for design-in activity and this agreement ensures that WPG's customers have excellent service continuity between design and manufacturing locations."

According to Stephen Segal, President and CEO of WPG Americas, "This agreement with NXP allows us to offer our customers in the Americas a wide range of electronic components solutions across all the vertical markets. NXP has a distinguished reputation as a premier, broad based global supplier with technology leadership in high performance mixed signal products. This product leadership and customer orientation fits perfectly with WPGA's focus on customer solutions from both a technical and supply chain perspective."

About WPG Americas Inc.

Headquartered in San Jose, CA, WPG Americas Inc. www.wpgamericas.com is a member of WPG Holdings, the third largest distributor worldwide of semiconductors, passive, electro-mechanical and display products. Founded in November 2007, WPGA is a franchised partner to technology leaders in electronics.

As a member of WPG Holdings, WPGA is uniquely positioned to offer total solutions to its diverse customer base including contract manufacturers (CMs), original equipment manufacturers (OEMs) and value-added resellers (VARs).

WPGA continues to introduce new leading edge technologies, quality service and design-in focus through its superior engineering programs.

About NXP

NXP Semiconductors provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power, Digital Processing and manufacturing expertise. These innovations are used in a wide range of automotive, industrial, consumer, lighting, medical, computing and identification applications. Headquartered in Europe, the company has about 29,000 employees working in more than 30 countries and posted sales of USD 5.4 billion in 2008. News from NXP is located at www.nxp.com.

CONTACT

USA:	Rebecca Samuel +1 408 474 8769 rebecca.samuel@nxp.com	APAC:	Mark Chisholm +65 6882 5092 mark.chisholm@nxp.com
Europe:	Terry Chiang +31 40 2725162 terry.chiang@nxp.com	Greater China:	Jannet Chen +86 21 2205 5883 jannet.chen@nxp.com