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**WPG Americas Inc. Announces Partnership with Lattice Semiconductor Corporation**

**San Jose, Calif. – June 19, 2017** – WPG Americas Inc. (WPGA) a subsidiary of WPG Holdings, the largest global electronic components distributor, announced today a new partnership with [Lattice Semiconductor Corporation](http://www.latticesemi.com), a leading provider of customizable smart connectivity solutions. The addition of Lattice expands WPG Americas' IoT product offering.

"We are excited to offer Lattice's smart connectivity solutions, providing more opportunities for our customers to innovate and meet their design goals," said Rich Davis, President of WPG Americas.

"Lattice's products enable processing and connectivity applications where time-to-market, low power, and small size are critical," said Eric Benander, Senior Director of Worldwide Channel Sales and Marketing at Lattice Semiconductor. "We selected WPG Americas for their expertise, strong relationships and vast network, which we believe will allow us to reach a broader customer base to accelerate innovation and bring intelligence to IoT Edge applications."

**About WPG Americas Inc.**

Headquartered in San Jose, CA, WPG Americas Inc. is a member of WPG Holdings, a \$16.65B worldwide distributor of semiconductors, passive, electro-mechanical and display products. Founded in November 2007, WPGA is a franchised partner for leading technology suppliers. As a member of WPG Holdings, WPGA is uniquely positioned to offer total solutions to its diverse customer base. WPGA continues to introduce new leading edge technologies, quality service and design-in focus through its superior engineering programs.

For more information, visit [www.wpgamericas.com](http://www.wpgamericas.com). You can also follow us on [LinkedIn](https://www.linkedin.com/company/wpgamericas), [Twitter](https://twitter.com/wpgamericas), [Google+](https://plus.google.com/+WPGAmericasInc) and [YouTube](https://www.youtube.com/channel/UC...).

**About Lattice Semiconductor Corporation**

Lattice Semiconductor (NASDAQ: LSCC) provides smart connectivity solutions powered by our low power FPGA, video ASSP, 60 GHz millimeter wave, and IP products to the consumer, communications, industrial, computing, and automotive markets worldwide. Our unwavering commitment to our customers enables them to accelerate their innovation, creating an ever better and more connected world.

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