



## ***Press Release***

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### **Maxim Integrated Products Names Digi-Key a Global Catalog Distributor**

SUNNYVALE, CA—October 15, 2009—Maxim Integrated Products (NASDAQ: MXIM) today announced that it has authorized the Digi-Key® Corporation to provide global catalog distribution services for the Company's products. This expanded distribution franchise builds upon the two Companies' existing successful relationship in North America. Maxim's global agreement with Digi-Key takes effect immediately.

Maxim has engaged Digi-Key as a catalog distributor in North America for 15 years. During this time Digi-Key continually upgraded their services to customers, expanded their market leadership, and developed significant international sales penetration. "Our relationship with Digi-Key already benefitted North American customers," said Jason Green, Maxim's Managing Director of Americas Sales and Corporate Distribution. "Given their excellent track record of customer service and delivery to their international customers, we are pleased to give them a global franchise," Green added. As part of the new agreement, Maxim and Digi-Key are implementing a joint marketing plan to announce the new relationship to customers worldwide.

Maxim considers catalog distribution important to many of the Company's customers. Digi-Key fits Maxim's strategies well because it is recognized as best in class for catalog distribution of electronic components. Its sales associates serve customers 24/7 and their turnaround time on orders is the best in the industry. "In line with Maxim's

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renewed commitment to broader customer support, we fully expect the expanded relationship with Digi-Key to benefit our customers throughout the world,” Green concluded.

“We are very pleased to expand our agreement with Maxim,” said Mark Larson, Digi-Key President and COO. “Maxim’s commitment to introducing innovative new products will be matched by Digi-Key’s worldwide commitment to service, and getting the products our customers need into their hands quickly, efficiently, and to their satisfaction.”

### **About Digi-Key Corporation**

One of the world’s fastest growing distributors of electronic components, Digi-Key has earned its reputation as an industry leader through its total commitment to service and performance. As a full-service provider of both prototype/design and production quantities of electronic components, Digi-Key has been ranked #1 for Overall Performance for 17 consecutive years from among the nation’s more than 200 distributors (*EE Times* Distribution Study/August 2008). Offering more than 1.5 million products from more than 400 quality name-brand manufacturers, Digi-Key’s commitment to inventory is unparalleled. Access to the company’s broad product offering is available 24/7 at Digi-Key’s top-rated website, [www.digikey.com](http://www.digikey.com).

### **About Maxim Integrated Products**

Maxim Integrated Products is a publicly traded company that designs, manufactures, and sells high-performance semiconductor products. The Company was founded over 25 years ago with the mission to deliver innovative analog and mixed-signal engineering solutions that add value to its customers' products. To date, it has developed over 6100 products serving the industrial, communications, consumer, and

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computing markets. Maxim reported revenue in excess of \$1.6 billion for fiscal 2009. A Fortune 1000 company, Maxim is included in the Nasdaq 100, the Russell 1000, and the MSCI USA indices. For more information, go to [www.maxim-ic.com](http://www.maxim-ic.com).

Digi-Key is a registered trademark of Digi-Key Corporation.