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Avnet Electronics Marketing Leverages Breakthrough Technology to Improve Customer Service

Innovative New Technology Solution Improves Quote Fulfillment

Phoenix, AZ and Louisville, Colo. — September 19, 2005 – Avnet Electronics Marketing, Americas, a division of Avnet, Inc. (NYSE:AVT) and a leading distributor of electronic components, today announced significant improvements to its quote fulfillment process, driving higher levels of quote fulfillment, reliability and timeliness in pursuit of its goal of industry-leading customer service.

“Everyone in the electronics business knows how hard it is to match customer requests to valid parts,” said Pat Wastal, senior vice president of Avnet's interconnect, passive and electromechanical (IP&E) product group. “Any time we cannot satisfy a customer request, it is frustrating for us and for our customers. Working with Silver Creek Systems, we have implemented a substantial new approach to understanding and matching customer requests, and we are already seeing significant improvements in quote fulfillment and customer satisfaction. We are already known for our customer focus, and by leveraging this unique technology, we intend to extend our lead.”

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The core challenge for Avnet, or any distributor, is to take constantly changing product information from hundreds of suppliers and use it to match the needs of thousands of customers – each of whom may specify products in slightly different ways. Working with Silver Creek Systems and its DataLens™ System, Avnet Electronics Marketing, Americas is now able to ‘understand’ and match product information specified in widely different formats – both in internal systems as well as customer requests.

“Avnet is leading the way in unlocking the value of their product data across the business and redefining what is possible in the electronics industry,” said Barbara Mowry, CEO of Silver Creek Systems. “We are delighted to be part of an initiative that is raising the bar for the industry.”

“The techniques we are pioneering with Silver Creek Systems not only improve customer satisfaction, but also drive internal operational efficiencies,” said Bob Pischke, vice president of enterprise applications at Avnet. “The quotation process is the first of many places we will leverage our technology advantage for improved business performance.”

“Avnet has always been an innovator, and I’m proud to be associated with a team that does such a great job of using technology to drive our business goals,” said Ed Kamins chief operational excellence officer at Avnet. “This innovation from Silver Creek Systems cannot only add many millions of dollars to the bottom line, but drives customer satisfaction and serves as a distinctive competitive advantage for Avnet.”

About Avnet Electronics Marketing

Avnet Electronics Marketing is the largest operating group of Phoenix-based Avnet Inc. (NYSE:AVT), a Fortune 500 company. Avnet Electronics Marketing serves electronic original equipment manufacturers (EOEMs) and electronic manufacturing services (EMS) providers in 68 countries, distributing electronic components from leading manufacturers and providing associated design-chain and supply-chain services. The group's Web site is located at <http://www.em.avnet.com>.



Avnet enables success from the center of the technology industry, providing cost-effective services and solutions vital to a broad base of more than 100,000 customers and 300 suppliers. The company markets, distributes and adds value to a wide variety of electronic components, enterprise computer products and embedded subsystems. Through its premier market position, Avnet brings a breadth and depth of capabilities that help its trading partners accelerate growth and realize cost efficiencies. Avnet and the company it acquired in July 2005, Memec Group Holdings Limited, together generated more than \$13 billion in revenue in the past year through sales in 68 countries. Visit www.avnet.com/.

About Silver Creek Systems

Silver Creek Systems, based in Louisville, Colo., is a leading enterprise data usability solutions provider. Based on Data Refraction™ technology, the DataLens™ System from Silver Creek Systems resolves data incompatibility and delivers usable data for connecting the enterprise. From data standardization to item matching, attribute extraction to categorization and language translation, the DataLens™ System delivers a breakthrough in data usability to help improve business performance. For more information visit www.silvercreeksystems.com

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