

Fremont Micro Devices Appoints Latinrep as Sales Representative

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Latinrep, is a manufacturer's representative of active and passive electronic components. They offer customers in Mexico and South America wide coverage supported from sales offices in Guadalajara, Mexico City, Cd. Juarez, Tijuana, Sao Paulo, El Paso and San Diego.

Fremont Micro Devices USA Inc., a global leader in the design and manufacture of Serial EEPROM and energy efficient power management integrated circuits, today announced that Latinrep, headquartered in Guadalajara, Mexico has been named to represent their Integrated Circuit product line in Mexico and South America. This addition to the FMD Distribution network continues to affirm its strategic initiative of providing customers with easy access to their broad offering of semiconductor solutions. Latinrep has a franchise to sell and support Fremont Micro Devices non-volatile memory and the power management product portfolio of DC/DC controllers and LED driver solutions to OEM's in a wide range of information technology, commercial and consumer markets in Mexico and South America.

"Latinrep was chosen as our Sales Representative, because the Company is focused on demand creation and has a strong and balanced line card, creating a synergy between Actives and Passives components which maximize market penetration. The nature of the electronics market and its complexity demand a high level of flexibility and teamwork across national borders. Working with CMs and OEMs Latinrep has developed the capacity to create the connections vital to meet the needs of international design and demand fulfillment." said Jim Panfil, Vice President of Sales at Fremont Micro Devices USA.

"Latin rep was founded in 1988. We are pleased to add a representative with 28 years of experience promoting electronic components to our network. Latinrep is an important addition to our International sales channel. They are able to provide local sales and applications support in Mexico and South America." He added.

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About Fremont Micro Devices USA Inc.

Headquartered in Fremont, CA, Fremont Micro Devices USA, Inc. (www.fremontmicrousa.com) Fremont Micro Devices is a semiconductor supplier and integrated circuit design house. It has quickly become a leader in non-volatile memory products and high efficiency power management solutions. FMD was founded in Fremont, California in 2003 and its products are offered through a global network of sales representatives and distributors in Europe, North America and Asia. FMD recently announced the cumulative shipment of four (4) Billion Serial EEPROM IC's. The key members of the management team have extensive product development, design, finance and sales experience with leading Silicon Valley semiconductor companies.