



PRESS RELEASE

Malmö, Sweden

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connectBlue™ Strengthens its Position in North America by Signing with Distributor Digi-Key

To satisfy the rapidly increasing market demand, connectBlue has signed an agreement with Digi-Key to distribute the full range of connectBlue wireless products and services in North America.

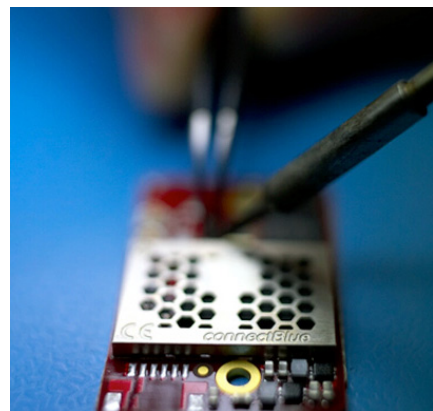
The market demand for the connectBlue Bluetooth, Wireless LAN and IEEE 802.15.4/ZigBee modules is increasing rapidly in the North American region. In a year and a half of connectBlue opening its US office in Chicago, connectBlue's US sales have increased more than 50 percent.

"This deal strengthens our North American position as we now can provide our US customers with excellent web based order handling and overnight deliveries," said Pelle Svensson, President of connectBlue, Inc. "This is especially beneficial for all our new customers that are already used to Digi-Key and we look forward to a successful relationship with them."

"It's great to be able to bring Digi-Key customers the leading wireless solutions of connectBlue," said Mark Larson, President of Digi-Key. "Digi-Key is a top rated electronic component distributors in the US, and in only six years, we have moved from 16th largest to 5th largest among the more than 300 electronic component distributors in North America. We envision that our relationship with connectBlue will help us continue to drive our growth."

Caption:

The connectBlue product range is based on Bluetooth technology, Wireless LAN and IEEE 802.15.4/ZigBee wireless solutions. Amongst its customers, the connectBlue products are renowned for its reliable, robust and high-performing future-proof designed concept.



About connectBlue

connectBlue™ is a leading provider of wireless solutions for demanding applications in hygiene, rough environment, mobility, control, personal safety and security areas. Based on Bluetooth technology, Wireless LAN and IEEE 802.15.4, connectBlue provides ready-to-use products and modules as well as custom design solutions in both hardware and software. connectBlue was founded in 2000 and has offices in Malmö, Sweden and Chicago, USA. For more information, please visit www.connectblue.com.

The connectBlue word mark and logo are owned by connectBlue AB.

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 a million products from nearly 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 Web site, www.digikey.com.

For further information

connectBlue

Europe: Rolf Nilsson, President
Phone: +46 40 6307102
Email: rolf.nilsson@connectblue.com

North America: Pelle Svensson, President connectBlue, Inc.
Phone: +1 (312) 927 5859
Email: pelle.svensson@connectblue.com

Digi-Key

North America: Steven G. Tsukichi
Vice President, Strategic Operations
Chief Marketing Officer
Digi-Key Corporation
Phone: +1 (218) 681 8000, Ext 1001
E-mail: steve.tsukichi@digikey.com