



**Organizational Update on U.S. Operations**  
**from CEO Alan Taylor**  
*May 2011*

Since the acquisition of Chip Supply, Inc., in November of last year, management from both organizations have worked aggressively to develop a long term strategic plan aimed at consolidating and streamlining Microcross operations in the U.S. Our guiding objectives throughout this process have been our shared commitments to: (1) better serve our customers and (2) broaden our product and service offerings under one brand.

While we're still "on the path" to fully realizing these goals, important milestones are being achieved as outlined below:

- Effective May 23, 2011, Chip Supply, which is headquartered in Orlando, Florida, will begin doing business under the Microcross Components name. (For more on the name change, please see the additional information provided at the end of this announcement.)
- Operations at the Orlando campus, which include die distribution and specialty packaging, will continue as they were prior to the acquisition, with Orlando becoming the base for all Microcross die business in the U.S. As many of our die customers are already aware, all die operations out of our Fairfield, N.J., facility were recently consolidated into our Orlando campus, transitioning all that facility's business to Orlando.
- Semiconductor manufacturing and specialty packaging out of our Austin facility, over time, will also be consolidated in Orlando, but we are in the early planning stages of that project. If you purchase products and services out of our Austin facility, you **will be included** in the consolidation process and will receive notice well in advance of any changes.
- There will be no transition of the Hatfield facility operations, and it will continue to be the main U.S. site for all Microcross interconnect products and component modification services. If you purchase products and services from Hatfield, you will not see any changes.
- There have been some exciting leadership changes in Orlando, with Tony Hamby assuming leadership of the facility, following Ed Perrott's retirement in April. Additionally, Scott Smith has been promoted to the Director of Sales for all U.S. operations.
- All Microcross products and service offerings in the U.S. will be supported by a combined outside sales team headed by Scott Smith. A separate attachment delineating the new sales structure and providing contact information for the team members accompanies this announcement.
- Going forward, other than what's detailed in the accompanying sales document, you will not see any other changes related to technical sales representatives, sales managers and other contacts at both Hatfield and Orlando. Additionally, Austin inside contacts will remain the same until further notice.

More announcements and updates will be forthcoming as events dictate. Until then, I want to extend a personal welcome, on behalf of all of Micross Components, to the new customers joining us from Chip Supply. Additionally, I want to extend my personal gratitude to our existing customers for the support you've shown through this time of transition. We are confident that your loyalty will be well rewarded as we improve our ability to serve you.

Alan Taylor CEO

**Additional Information on the Chip Supply Name Change:**

The transition to the Micross Components brand is being accomplished by virtue of the initiation of Chip Supply, Inc., **doing business as** Micross Components. Since the underlying corporate structure and name will remain the same, **there will be no impact** to the business identification numbers, classification codes, quality certifications and other important identifiers/documents issued in Chip Supply's name. In time, these items will be reissued in the Micross name, as appropriate, and in accordance with any program or contract requirements.

As of May 23<sup>rd</sup> all outgoing communications and reports/forms will reflect the Micross name, as well as the new email addresses that will be issued to our Orlando colleagues, which will be formatted as follows: [firstname.lastname@micross.com](mailto:firstname.lastname@micross.com). Although every effort is being made to change over all elements simultaneously, there are a few items that will take a little longer to transition to the Micross brand, such as product labels and some financial documents, but all these will be addressed, as well, as quickly as possible.

More detailed information on the name change is available on the FAQ page available on the Chip Supply website at [www.chipsupply.com](http://www.chipsupply.com), which will be maintained for the convenience of our customers for the foreseeable future. In the interim, all site information will be migrated to the Micross Components site and, in due time, all visitors will be redirected to [www.micross.com](http://www.micross.com).