

Leading RF/Wireless and Power Conversion Site Now Available in Simplified Chinese

Richardson Electronics, Ltd. Announces the launch of a fully translated version of its recently redesigned website to better serve its growing customer base in mainland China. The new Chinese website provides all of the vital product information and resources found in the English version released in September 2009, including online design resources to help engineers improve time to market.

The Chinese site also utilizes Richardson Electronics' unique Engineer-Focused Navigation™ system, which allows design engineers to access information in context of their individual interest, making it easier and quicker to navigate into the site's four primary content areas: Products, Applications, Industries and Services. Related links to the other areas are included on each page, interconnecting content throughout the site.

Richardson Electronics' most popular online resources targeted to design engineers are also available on the Chinese version of the site, including:

- Quick, easy access to the latest New Products from the industry's leading suppliers
- Block Diagrams for over 25 top RF/Wireless and Power Conversion applications
- Online Application Design Assistance for 14 popular product categories

In 2009, Richardson Electronics was named "The Most Preferred International Distributor" by Global Sources in its annual customer preference survey* conducted by Electronics Supply & Manufacturing, China (ESMC), one of China's top magazines for the electronics industry.

"With the release of our Chinese web site, we hope to build on our strong platform (excellent reputation) in China for technical support and customer satisfaction by making it easier for our customers there to find the best products for their design needs and to access local technical sales support," said Greg Peloquin, Executive Vice President and General Manager, RF, Wireless & Power Division (RFPD).

The site's powerful advanced search functionality, including detailed parametric searching and filtering of search results using key specifications and attributes, makes it easier for customers to compare, select and order the right part for their requirements.

In addition to the online resources available from the Chinese website, Richardson Electronics employs over 80 people throughout Mainland China. Working from eight local sales offices and an RF Lab in Shanghai, the China sales team provides

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complete engineering and technical support for design-in components and custom-engineered solutions.

“Offering our web site in Chinese demonstrates Richardson Electronics’ continuing commitment to serving the needs of our customers, our vendors, and our global and professional team throughout China,” noted Cui Wei, Vice President of Richardson Electronics’ Greater China Operations. “Together with our extensive technical sales force, the web site will assist us in further aligning our efforts to grow business opportunities and partnerships in the China market.”

The simplified Chinese version of the Richardson Electronics website is now available as an option from their homepage: <http://www.rell.com>. It is accessed through the “language selection” menu at the top of the page.

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