

CEL Adds Two New Rep Firms

Rep One and Anchor Engineering join CEL's sales rep program adding expertise and extending coverage

Santa Clara, Calif. — December 1, 2009 — California Eastern Laboratories (CEL) announced today the addition of two new domestic sales representative firms, Rep One Associates, Inc., which covers the Southeastern United States, and Anchor Engineering, Inc., which covers New England. Both firms will carry the full line of CEL products, including NEC-based RF and wireless ICs and discrete devices, optocouplers, solid state relays, lasers, and detectors for fiber optics. Both firms will also market CEL's MeshConnect™ line of 802.15.4/ZigBee modules and ICs, plus other modules.

"We are really happy to have Rep One and Anchor Engineering join our growing team. CEL has always been known for 'high touch' customer service complementing our high quality products. These experienced rep firms will help CEL extend that promise to more of our customers throughout the country." said Jim Doyle, CEL's Associate Vice President of Regional Sales.

About CEL

California Eastern Laboratories (www.cel.com) is the exclusive sales and marketing partner for products made by the Compound Semiconductor Devices Division (CSDD) of NEC Electronics Corporation. These products include RF and wireless ICs and discrete devices, lasers and detectors for fiber optics, optocouplers, and solid state relays. NEC is world famous as a leader in manufacturing quality and reliability.

About Anchor Engineering, Inc.

Since 1962 Anchor Engineering has been representing leading manufacturers of passive, power and electromechanical components in the New England market. A highly professional 10 person organization, Anchor provides knowledgeable, committed representation which serves the needs and interests of its principals and their customers.

About Rep One Associates, Inc.

As a growing and aggressive company, Rep One combines years of experience and knowledge in all aspects of managing a highly motivated and successful sales team. The Rep One team is well recognized and respected within the industry among principals, customers, and distributors.